

# Southwest Business



GEST STATE FAIR

Parker-Griffith



**STATE FAIR  
OF TEXAS  
OCT. 5 - 20**

## *Geared to the Times*

Just as your customers demand that the policies of your business be sufficiently flexible to meet the needs and demands of the changing times, you have a right to expect the same adaptability of your bank. Through twenty years the Republic has grown strong by being geared to the times. Now, more than ever, this strong bank is ready for any needed service.

*You Are Cordially Invited to  
Discuss Your Loan Requirements*

**REPUBLIC NATIONAL BANK**  
of DALLAS



**ONE OF THE NATION'S 100 LARGEST BANKS**

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# Southwest Business

VOLUME 19

AUGUST, 1940

NUMBER 8

Established in 1922 by the Dallas Chamber of Commerce in the interest of the Southwest.

ANDREW DeSHONG, Editor

EARL Y. BATEMAN, Manager

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## All This, and the State Fair Too!

From all angles — home life, religious, educational, cultural, business and recreational — Dallas is foremost in the Southwest. And from all angles, our cameras are ready to record these activities for your advertising and publicity needs.

Shown right are some of the general Dallas scenes available from our service files.

**PARKER • GRIFFITH**

*Illustrative Photography*

2007 BRYAN STREET

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# Building Together *For* 52 YEARS..

Dallas Manufacturers  
and Wholesalers  
Association  
*and*  
State Fair of Texas

**D**ALLAS and the SOUTHWEST have been having fun at the STATE FAIR OF TEXAS for more than half a century now. Because we have had fun at the FAIR, we have made it one of our greatest traditions. We have built it into the greatest annual exposition in America . . . and have made it our most powerful force for unity and progress in Texas and the Southwest.

We manufacturers and wholesalers of the DALLAS MARKET realize what the STATE FAIR has meant to this market. It has been a powerful factor in making Dallas the greatest manufacturing-wholesaling center between the Mississippi River and the Pacific Coast. The DALLAS MARKET, in its turn, has helped build THE FAIR, and the STATE FAIR OF TEXAS, as the greatest publicity and advertising medium for the Southwest, has stimulated the development of the GREAT EMPIRE which this market serves.

We are proud of the STATE FAIR OF TEXAS, which the Southwest and Dallas have built together. We know that the 1940 STATE FAIR OF TEXAS, October 5th to 20th, will be the greatest ever staged.

Brown Cracker & Candy Co.  
Butler Brothers  
Donovan Mfg. Co.  
Graham-Brown Shoe Co.  
Higginbotham-Bailey-Logan Co.  
Huey & Philp Hdw. Co.  
Marcy Lee Mfg. Co.  
Justin McCarty, Inc.  
Padgitt Bros. Co.  
The Schoellkopf Co.  
Southwestern Drug Corp.

*Come to Dallas and Have Fun at the State Fair With Us!*

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# DALLAS WINS PLANE FACTORY

**T**HE greatest industrial development in the history of Texas was won for Dallas last month when North American Aviation, Inc., announced that it will build an airplane factory between Hensley Field and Grand Prairie, on the western edge of Dallas.

First units of the plant will involve an expenditure of some \$7,000,000. It is designed to produce from 300 to 400 planes per month. At full production, working three shifts daily, it will give employment to more than 12,000 workers. From the standpoint of number of workers employed, it will be far and away the biggest single industry in the state.

North American's decision to locate the plant at Dallas climaxed three months of intensive work on the part of the Dallas Chamber of Commerce. President J. B. Adoue, Jr., General Manager Ben Critz, Industrial Manager Clyde Wallis, Chairman R. L. Thornton of the industrial committee, and the entire board of directors as well as other leading Dallas business men had joined in the work of bringing the big plant to Dallas. Full cooperation was given by Mayor Woodall Rodgers and members of the Dallas City Council, and City Manager James Aston, and by County Judge Ben Fly, Commissioner Vernon Singleton and other members of the Commissioners Court.

J. H. Kindleberger, president of North American Aviation, Inc., whose present plant is at Inglewood, Cal., authorized General Manager Critz of the Chamber of Commerce to announce plans for the new factory Saturday, August 17.

Mr. Kindleberger has advised the Chamber of Commerce that detailed plans for the plant will be completed early in September, and that it should be under construction by the middle of the month. It will give employment to three shifts of workers, and is scheduled for completion next February.

It will be the first new airplane factory to be built—and probably the first to get into production—in the national defense program. It is understood that Mr. Kindleberger and other executives of North American plan to make it the "model" airplane factory of America, with the nearest approach the industry has yet made to mass production.

The main factory building is scheduled to have more than 1,000,000 square feet of floor space. It has been learned that company officials are making arrangements to provide parking space for 3,000 automobiles at the plant.

"Dallas enters a new era of growth and progress with the location of North American's airplane factory here," President Adoue of the Chamber of Commerce said. "It means an almost unbelievable stimulus to Dallas County's population growth, and to every line of business in Dallas and Dallas County."

A city-wide celebration will be arranged for ground breaking ceremonies at the factory site, probably about the middle of September. Mr. Kindleberger and other executives of his company and high officials of the war department and the national defense commission have been invited to come to Dallas for the event.

North American will manufacture

## \$3,000,000 Naval Base

**S**ECRETARY of the Navy Frank Knox last month announced that Dallas has been selected as the site for a Naval Reserve Aviation Squadron Training Base, expected to involve a total cost of \$3,000,000, with facilities for training 600 men.

The announcement by Secretary Knox climaxed a campaign by the Dallas Chamber of Commerce to obtain the big training field for this city.

Details of the proposed school are still to be announced, but it has been indicated that the navy department favors a location adjoining Love Field. Hangars, shops and other facilities probably will be built there. Auxiliary flying fields will be used for actual training purposes. The Chamber of Commerce expects naval officials to come to Dallas early this month to complete arrangements for the \$3,000,000 base. Secretary Knox announced that similar bases are being located at New Orleans and Atlanta. A naval board of four officers visited Dallas in July, and General Manager Ben Critz and Industrial Manager Clyde Wallis of the Chamber of Commerce showed them possible sites and prepared for them briefs on Dallas' advantages as a location for the base.

The Dallas base is expected to provide preliminary training facilities for 600 cadets who, after completing the work here, would be sent to such advanced training centers as the new naval aviation base at Corpus Christi, now under construction. In addition, it would serve as a practice base for naval reserve aviators.

army training planes, two-engined bombers, and pursuit ships. Some highly skilled workers will be brought to Dallas, but it is the company's plan to employ as much of its labor locally as it possibly can. The firm probably will establish temporary manufacturing facilities while the factory is under construction, in order to train workers.

The Dallas Chamber of Commerce launched an intensive campaign to bring units of the aviation industry here early in May. North American was one of the first manufacturers to become an active prospect. R. A. Lambeth, treasurer of the company, came to Dallas late in May and Mr. Critz and Mr. Wallis showed him possible sites. At that time, the firm's expansion plans were still indefinite. In mid-July, Mr. Thornton and Mr. Critz flew to the Pacific Coast for conferences with North American and other airplane manufacturers. President Kindleberger of North American came to Dallas July 15, inspected sites, met with Chamber of Commerce directors and other business men, and left with the assurance that he was "sold." North American looked no farther. From that time on, only details remained to be worked out with city and county and Federal governments before definite plans could be announced. Mr. Kindleberger visited Dallas for the second time August 4.

The City of Dallas agreed to enlarge Hensley Field, municipal airport which is leased to the army, and to extend and improve its runways. The war department gave permission for North American to use Hensley Field facilities for testing its planes. The County Commissioners Court pledged itself to provide adequate traffic facilities to the new industry. The Dallas Chamber of Commerce pledged that it was ready for North American to take up the options which the Chamber had obtained on the factory site.

Innumerable details were involved in the Chamber's work of securing the plant. Aerial surveys of the site, topographic surveys, soil surveys, all had to be made for North American. Adequate utility facilities had to be arranged, and endless complications had to be worked out.

Definite location of the plant in Dallas touched off a spirit of civic pride and optimism such as the city had never seen before. Some idea of the magnitude of the new industry, and of what it means to Dallas, may be gained from the fact that

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# TEXAS AND THE STATE FAIR

By HARRY L. SEAY

**T**HE STATE FAIR OF TEXAS in its growth and development has blazed a trail for the growth and development of our Empire State.

The latest in the science of progress has always first been presented in Texas to Texans in display booth and exhibit space at the State Fair of Texas.

This cross-section of the empire state, the picture presented of concentrated Texas each year has brought more new businesses to Texas, than perhaps has any other influence. Just a few years ago, it was estimated that eighty per cent of all branch houses operated in Texas had first exhibited at the State Fair of Texas and later located in the state.

Organized in 1853, the Dallas County exposition was having its influence on attracting commerce to Texas before the Civil War. The efforts of this band of pioneers were interrupted by the Civil War, but those who came back after the bloody conflict, took up where they had left off and continued their struggles, and in 1886, sensing the strong statewide influence such an institution could have, organized the Texas State Fair and Dallas County Exposition.

The influence of this institution in commerce, in agriculture, in livestock, and in practically every endeavor pursued in the great Southwest has been felt since that time.

When the State Fair of Texas was organized in 1886, Texas livestock consisted of great herds of longhorn cattle. It was in 1887 that the first Hereford herd was shown at this institution and one of these bulls was purchased by a Sweetwater rancher. The grandson of this rancher had the grand champion steer at the Southwestern Fat Stock Show at Fort Worth this spring.

Today Texas is foremost in the breeding of whiteface animals and each year more and more fine herds are established in this state. The State Fair of Texas has had its part in the dissemination of news of the Hereford animal and in distribution of fine herd bulls.

For the second consecutive year, the National Hereford Show will be held at the Fair, a feature of the greatest livestock show held each year in the entire South.

It was only a few years ago that the first pure bred Jersey animal was shown at the State Fair of Texas. This institution's classifications for the Jersey and other dairy breeds allowed grade animals to be shown. Texas lagged far behind in its rank among dairy states. Even in 1920, Texas ranked nineteenth in the production of milk and its products.

Today Texas has a total of 29 milk and cheese plants. There are five addi-

tional plants either planned or contemplated. And Texas has moved up from nineteenth place to fourth place in the dairy world.

At the 1940 State Fair, the American Holstein-Friesian Breeders Association will hold its regional show. This is the first time this show has been held in the South, but the rapid advancement of dairying in Texas has gained this recognition.

The State Fair of Texas is happy in the knowledge that its dairy shows have introduced many fine bulls into Texas and has helped to bring about this rapid advancement.

Implements and farm machinery have been introduced to Texas through the State Fair of Texas. Since the inception of this great institution, manufacturers of implements and farm machinery have first been introduced to Texas through the State Fair. Today practically all large manufacturers of this equipment continue to display their latest improvements at the State Fair and have also opened branch houses in Dallas or some other Texas city. The State Fair of Texas has an implement area covering more than 225,000 square feet of space.

This is partly true in so far as many other Northern and Eastern manufac-

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Thousands jam the concourse in front of the Administration Building at the State Fair of Texas for free entertainment. Stretching away into the distance is the Fair's gala midway. Langley Photo.

# SHOW WINDOW FOR AN EMPIRE

## A HISTORY OF DALLAS: PART V

(Compiled by Workers of the Dallas Unit, Writers' Program, Work Projects Administration in the State of Texas.)

IN the summer of 1859 James Wellington Latimer, editor and publisher of Dallas' first newspaper, said, referring to a letter he had just received from a young lady who declared she was sending in several articles of her own manufacture to a proposed county fair that autumn:

The person who makes one blade of grass grow where none grew before is of more value to this frontier community than all the loquacious politicians of whom we have too many.

The letter was in response to an editorial in Latimer's *Herald*, on June 8, 1859, in which he had urged an exhibition through which the frontier county of Dallas, then less than twenty years of age, might realize and take joy in its own collective achievements. This pioneer journalist was the chronicler of a community with practically no past and a meager present, but a future in which he believed. Such an exhibit, he predicted in a vein of enthusiastic guesswork that in retrospect seems almost like prophecy, would become state-wide in scope by the fiftieth anniversary of Texas independence in 1886 and an event of nation-wide significance by the time the State was ready to celebrate its centennial in 1936.

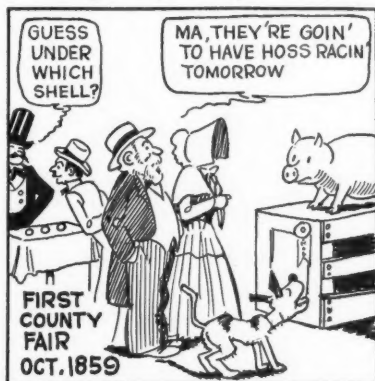
The town and county, accustomed to neighborly competition in the display of various articles of household manufacture at fort-night-long camp meetings, took to Latimer's idea of a local fair immediately and the Dallas County Agricultural and Mechanical Association, with John M. Crockett, second mayor of Dallas, as secretary, was organized to sponsor the event. The fair opened on October 25, 1859, east of town near the present intersection of Pacific Avenue and the Houston and Texas Central tracks, and ran for four days, drawing an attendance of 2,000 people, many of them from other counties.

On the first day there were exhibits of needle work, mechanical contrivances, plows, flour, vegetables, carpets, quilts, and shawls; on the second, cattle, hogs, and poultry; on the third, horses; and on the fourth, horsemanship and driving, culminating in a grand tournament in which the "Knight of the Old Dominion," Judge John M. Kerfoot, speared the ring with his lance amid rousing applause from the spectators.

When this first fair was held, Dallas was an isolated village of less than 500 people and the fair was an index to the

extent of its interests and influence. It was the expression of a community of provincial, practical-minded, industrious and largely self-sustaining farmers and women skilled in household arts—an expression of sober frontier utilitarianism tempered by the sporting instincts and chivalric traditions of the Old South, from which most of the settlers had come.

As Dallas has grown in size and diversity of interests, its fairs have also grown in size and diversity of exhibits, but through the years they have remained



to an unusual degree indigenous. They have never been merely imported attractions brought into Dallas from the outside; they have, regardless of official sponsorship, been chiefly Dallas creations into which the city has poured the best of its own brains, wealth and civic pride, with ever-widening participation from State and Nation.

When the Dallas County Agricultural and Mechanical Association opened its second exhibition in October, 1860, the function of the fair in the community was already clearly formulated, the *Herald* declaring:

The Dallas Fair is now an institution, one of which our people should feel proud, because it has tended to make people more useful to each other, more industrious and inventive, and consequently happier in every relation of life.

An organized effort was made to keep this second fair on the highest possible level by opening it every day with prayer, excluding drunken and disorderly elements, and providing a private cottage for the comfort and convenience of the ladies. Like its predecessor it culminated in a grand tournament on the last day, with a ball that night.

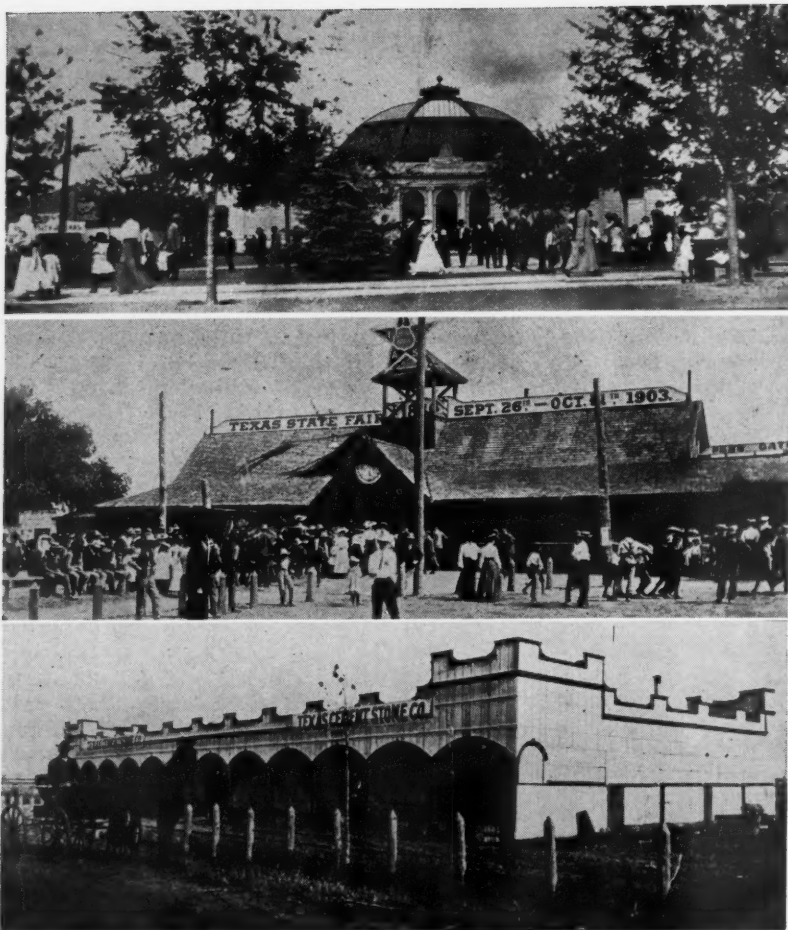
The Civil War interrupted the continuity of the Dallas fair tradition, but even in the midst of that conflict the Dallas County Fair was chartered by the Confederate government of Texas, with Amon McCommas as its president. In 1868, despite troubled cross-currents of Reconstruction and westward migration, the stockholders of the Dallas County Agricultural and Mechanical Association met in March for the purpose of resuming regular exhibitions, and in October held their third annual fair, with a new emphasis on attracting westward-moving immigrants and stimulating the rapidly developing post-war wagon trade. The exhibits remained much the same, but there was a special effort to provide accommodations for out-of-town visitors.

Times were hard in the early 1870's before the coming of the railroads. It is said that at one time William B. Miller, president of the fair association, owned the only pedigreed bull in the county, and the only crops for exhibition were cotton and corn. Regular fairs nevertheless continued to be held near the present site of Baylor Hospital. It was during this period that Captain W. H. Gaston became one of the guiding geniuses of the Dallas fairs, a position he occupied for many years.

In 1876, in the wake of the railroad boom, the annual Dallas fair ceased to be a strictly local affair and was reorganized on a regional scale. On July 29 of that year the North Texas Fair Association was formed for the purpose of "promoting the beautiful and the useful and advancing the agricultural and industrial interests of Texas and the entire Southwest," and close to \$20,000 was expended on a 65-acre tract in East Dallas purchased from Captain Gaston. A liberal schedule of premiums for various types of exhibitors was announced, a mile track for horse racing was laid out, an amphitheater capable of seating 1,000 people and a large exhibition hall in the form of a cross were erected, and special trains were run every thirty minutes over the Texas and Pacific tracks between the town and the fair grounds. Manufactured articles, including many luxury items, largely replaced handicraft products among the exhibits.

Early in 1886 a fair on a state-wide scale was projected with "a view of gathering the fruits of the Texas soil and products of its varied industries in such presentable shape as to display the attractions of an empire state." A new organi-





Three historic views of the State Fair of Texas grounds. At top is the old Fine Arts and Textile Building, one of the Fair's showplaces when it was first erected in pre-World War days. The center photo is of the 1903 State Fair's front entrance, and the bottom is one of the early exhibit buildings. Below, right, is the State Fair's magnificent Esplanade by night, with the Hall of State in the background. (Long Photo)

zation was set up with James B. Simpson as president and Sydney Smith, whose services to the State Fair are commemorated by the Sydney Smith Memorial Fountain in front of the present auditorium, as secretary. T. L. Marsalis, Alexander Sanger, J. S. Armstrong, W. H. Gaston, E. M. Reardon and other men prominent in civic affairs were among the directors. Captain W. H. Johnson was appointed engineer in charge of grounds, and work was immediately begun on the transformation of the ninety acres of wild, unimproved hog-wallow prairie along the Texas and Pacific tracks in East Dallas, that had been chosen as a site for the enlarged exposition, into a suitable and attractive park. This first State fair opened on October 23 and visitors were entertained with a splitlog band of Seneca Indians imported from the Indian Territory, Indian ceremonial dances under electric lights, concerts by a Mexican band, Professor Yoakum's telescope and scientific collection, famous race horses, and a wide variety of expensive exhibits

including a diamond necklace, pendant, and brooch valued at \$40,000.



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Before the fair opened, however, dissension developed and a group of implement men including Frank Holland, C. A. Keating, A. P. Porter, William Caruth, F. M. Cockrell and others with the backing of the Knights of Labor and the Farmers' Alliance, resolved to organize a competing fair in North Dallas, along the Houston and Texas Central tracks near where Cole Avenue now touches Highland Park. This track was christened Fairland, streets were laid out, buildings erected, and a race-track and other attractions installed.

The two fairs opened on the same day and a keen contest for patronage ensued, the two together spending over \$200,000. Both flourished, however, with a combined attendance running as high as 38,000 in a single day. The Dallas Exposition at Fairland closed with only a small indebtedness; the indebtedness of the Texas State Fair at the present Fair Park ran rather high, the total cost, including grounds, buildings, purses, premiums and other expenses, aggregating \$179,000, with gate receipts and paid-in stock amounting together to only about \$77,000. The two rival fairs were almost immediately consolidated with representatives of each association on the new board of directors, and re-opened the following year, 1887, at Fair Park under the name of the Texas State Fair and Dallas Exposition. After this consolidation, the secretary was able to report that during a run of seventeen days the receipts amounted to \$78,916, which compared favorably with the \$126,000 taken in during forty days at the St. Louis Exposition. The plant now consisted of 120 acres enclosed with fences and ornamented with trees, flowers, and shrubs, a mile race-track, five miles of graveled drives, a grandstand, racing stables, stock-

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# Factories on the Hoof

By W. B. MITCHELL

WHEN the Texas Breeder-Feeder Association was formed at Midland in 1924, the first problem it faced was that of bringing together the stockman with surplus animals and the crop farmer with surplus feed crops. There was just one great show-window and meeting place which offered a timely opportunity—the State Fair of Texas. State Fair officials promptly opened the lists for the first “Feeder” show of calves and lambs ever held in the state, provided prizes and facilities for the exhibit, and brought together several hundred interested people in the first annual Breeder-Feeder banquet.

The primary object of the Breeder-Feeder organization was then and still is to encourage the utilization of Texas feeds through Texas animals, in order that producers of both raw materials may derive a greater profit than when the farmer sends his feed on an excursion to outside markets and the ranchman ships his baby lambs and calves to a corn belt farm to be finished on Iowa corn.

Texas has long sought factories with payrolls. After all a factory is just a means of turning raw materials into finished products and furnishing a means of profitable employment to labor. Farms are factories in this sense, as truly as if they showed smokestacks instead of silos and windmills on the skyline. But a farm which produces only raw materials, which must yet be transformed into human food, is less of a factory than a mine. A ton of forage, a bushel of grain or a ton of cottonseed cake will make as much meat, milk, eggs or poultry on the Texas farm where it grows as it will in Denmark, Wisconsin, or Iowa; therefore it offers a greater profit to the grower for home feeding to home-grown animals or

fowls than on the cash market in its crude form.

A recent estimate says that Texas has a crop of three million lambs and two and a half million calves annually. Some of them go to market from grass, millions are shipped to other states for finishing, thus making a market for the surplus corn and forage grown in those states, and enriching the soils of those states while depleting our own Texas soils. Less than ten per cent of Texas-raised calves and lambs are finished in Texas on Texas feeds, but this is a great increase since the Breeder-Feeder movement was inaugurated eleven years ago.

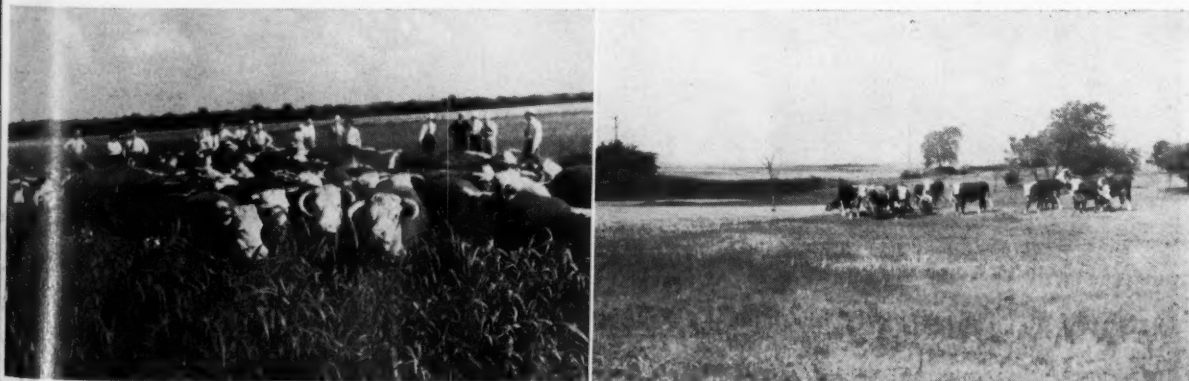
Texas is estimated to have an average annual potential grain production of more than nine billion pounds, of which less than four billion pounds are required to feed the horses and mules, poultry and hogs, leaving about five billion pounds for fattening cattle and sheep, and feeding our three million dairy cows. Allowing a billion pounds of grain and 26,000,000 tons of ensilage to supply our dairy herds, there would still be available a considerable surplus for fattening meat animals. The actual surplus is estimated by J. D. Prewitt to be only about two billion pounds of grain at present levels of production, whereas the same authority estimates that it would require more than twice as much to finish our annual calf and lamb crop. On the roughage side, Texas has a much greater margin, and it has been proven by our experiment stations and practical feeders also, that cattle, especially, can be fed to a full finish with a much higher percentage of forage in the ration than is customary in the corn belt.

For a generation Texas produced from half a million to a million tons of cotton-

seed cake and meal which met a strong demand in Europe and elsewhere, but until recent years only a minor part of this valuable feed was fed to Texas livestock. Cake and meal carried with it, away from the soil on which it grew, most of the plant food upon which cotton draws. For every ton of cake Texas cotton growers also produced somewhat more than half as much cottonseed hulls, approximately equal to prairie hay in feeding value, yet Texas cotton growers seldom thought of themselves as feed producers. With the present acreage and yield of cotton the United States is producing nearly two million tons of cottonseed cake and meal and more than a million tons of hulls annually, of which approximately one-fourth is made in Texas. When we add this to the grain and forage crop estimated, and feed it on the ground where it grew, it means both better crops and better livestock, all of which means better income. As a result of putting the Breeder-Feeder idea into effect, many cotton oil mills now sell all their cottonseed cake locally instead of loading it directly into cars for distant domestic and foreign markets. The cotton producer is therefore one of the principal beneficiaries of the Breeder-Feeder movement, in that his income is enhanced and stabilized, and his soil is conserved and replenished, in the degree to which he applies the Feeder-Breeder principle on his own farm. Instead of shipping off two raw products—the lint and the seed—the cotton producer who feeds his by-products to livestock is manufacturing milk or meat for human consumption and keeping the fertility at home.

Since the inception of the Breeder-Feeder Association, Texas-bred, Texas-

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The breeder-feeder movement is creating “factories on the hoof” for Texas. As the result of this campaign, Texas-bred cattle are being finished on Texas pasture, in scenes such as these, instead of being shipped to the Corn Belt for finishing. Farm and Ranch photos.

# FAIR DAYS ARE FUN DAYS

By E. PAUL JONES

**A**LL WORK AND NO PLAY is an adage handed down through the ages, and has always proved true.

Organized primarily as an educational institution to promote the advancement of agriculture, livestock and poultry, the State Fair of Texas also offers the visitor the greatest amusement program presented each year in the Southwestern Empire.

Broadway plays, the best in the mid-way world, stellar and sensational acts are all brought to the State Fair of Texas annually to make up this great amusement program.

"Americana," a glamorous spectacle with a cast of 150 people will be presented twice each night in front of the grandstand as the number one morsel on the amusement menu at the 1940 State Fair. Following will be the Mexican Police Tipica Orchestra, the Rubin and Cherry Shows, the famous Swor Brothers All-Girl minstrels, and many other of the foremost attractions of the stage, screen, radio and circus worlds.

"Americana," the greatest of the Barnes-Carruthers Productions of New York and Chicago, is patriotic in theme, and includes in its cast such famous acts as the Twelve Aristocrats, the Debutantes, the Garo Neilsen Dancers, the Loyal-Repensky Troupe of Equestrians, the Nieto Troupe of balance artists, Maysy and Brach, International Unicycle Stars; Smith, Rogers and Eddy, "international nit-wits," with Lester Cole, star of five recent Broadway musical comedy successes as the master of ceremonies.

Such famous production numbers as "Rolling Along," "Circus Revels," "The Silver Forest," "In the Days of Ferdi-

nand," "Minstrel Days," and others will be presented in "Americana."

Two of the greatest circus acts ever brought to this country will be seen in "Circus Revels," which will star the Loyal-Repenskys and the Nieto Troupe. The Loyal-Repenskys, one of the oldest of all circus families, and the greatest equestrian act ever presented, will occupy the number one spot in this number. The Nieto's is an Eurasian troupe of wire walkers and balance artists. All are girls in this troupe, but they have accomplished the "impossible" in wire walking and feats of balance.

A sensational fireworks "blow-off" will be presented in connection with "Americana." Contract has been signed with the Therle-Buffield Co., of Chicago, the world's largest manufacturers of pyrotechnics to present the afterpiece to "Americana."

Stage for the fireworks show will be the infield of the old racetrack. As the lights go off on "Americana," aerial bombs will begin firing, and a moment later the entire infield will be a blaze of light and spectacular creations of the pyrotechnic world.

The Rubin and Cherry Shows, playing a return engagement on the Midway of the State Fair of Texas, spent more than \$70,000 in new shows for the 1940 season. Roland Lohmar, general manager of the Show, says it has proved the most popular carnival attraction ever on the road. The carnival is gaily decorated in Neon, and carries its own plant.

Coming to Dallas from the Mid-West Fair circuit, the Rubin and Cherry Shows, traveling in 55 cars, will bring 21 shows and 16 rides for the Midway.

Two of the outstanding features of the State Fair amusement program will be offered the public as free attractions—the Mexican Police Tipica orchestra and the Swor Brothers All-Girl Minstrel Shows.

Mexico's most colorful and artistic group of musicians, under the direction of Maestro Miguel Lerdo de Tejada, will be presented twice daily in concert at the 1940 State Fair. This internationally famous group will bring 100 artists and musicians to the State Fair from "our neighbor on the south."

Maestro Tejada is not only one of the most famous directors of the entire musical world, but is internationally famous as a composer as well. He has been presented in concert in the principal musical centers of the world.

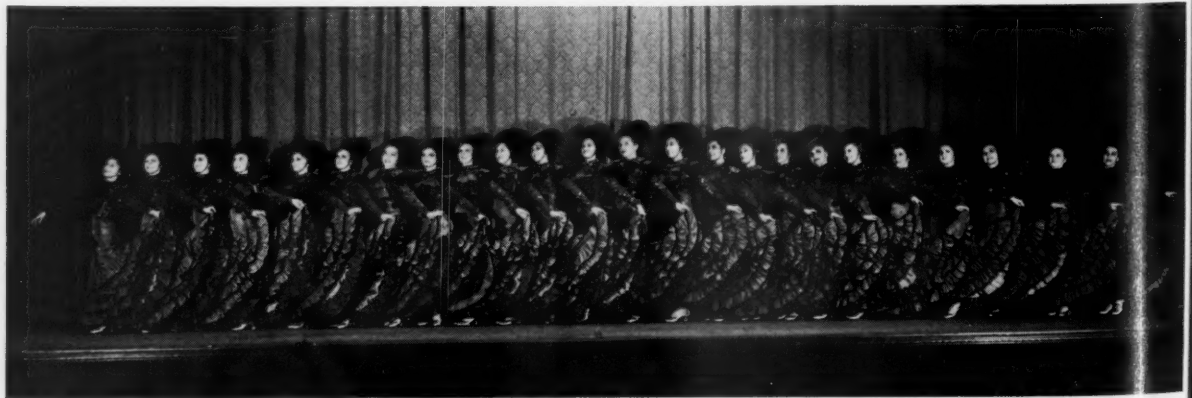
The invitation was presented to the Mexican Government to send the famous orchestra back to the State Fair by Harry L. Seay, president of the fair, who made a special trip to Mexico City for this purpose. Thousands of visitors to the 1939 State Fair did not have an opportunity of hearing the famous orchestra, because its two daily concerts were played to capacity audiences throughout the exposition.

Advance word have been received by Mr. Seay that all entertainers with the Tipica Orchestra will be new this year.

Minstrel Shows have waned during recent years, but the popularity of the Swor Brothers, John, Bert and Jim, has never waned, and they have been contracted to present an All-Girl minstrel as a free attraction in the Food Show for the 1940 season.

The Swor Brothers are natives of Dallas. In the days of minstrel and vaude-

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The chorus in "Americana," the big musical-vaudeville spectacle which the 1940 State Fair will present outdoors in front of the grandstand, at popular prices.



Betty Wright and Joanne Ebeling, two of Dallas' debutantes of the 1939 season, have fun at the Fair on the perennially popular thrill rides.

# A BANG AND A BARGAIN!

By J. HOWARD HAYDEN

**I**T WILL BE with a bang . . . a bargain . . . and a bevy of beauties that the State Fair of Texas will open its gates Saturday, Oct. 5, for the fifty-second annual showing in Dallas.

The bargain, as presented in the Opening Day Key now on sale for 50 cents, and the bevy of beauties, coming here from all over Texas to participate in the colorful Queen of Queens Pageant, will combine to insure the bang. And the bang, it is hoped, will get the 16-day State Fair off to such a good start that the 1939 attendance high of 1,036,708 will be eclipsed in 1940. Fair officials hope for 1,250,000 people this year.

The State Fair management is putting a lot of hope in the success of opening day, confident that "a job well begun is half done." That is why even more emphasis than usual is being placed this year on the Opening Day Key Sale, and an effort is being made not only to sell a record number of the keys but to have the purchasers boost the State Fair by

wearing the attractive little badge pins days in advance of the opening date of the Fair.

Championing the Opening Day Key Sale is the ever-active Dallas Junior Chamber of Commerce, whose 600 members are already pounding the pavements and burning the telephone wires enlisting the cooperation of civic-minded groups, firms and individuals. And generous in response to this call have been chain grocery stores, streetcar motormen, drug and department store cashiers, bank tellers and hundreds of others.

Opening Day Keys afford their wearers privileges far in excess of the 50 cents cost. Among benefits offered this year will be: admission to the Fair grounds at will, half admission cost on all rides and concessions, admission to the Queen of Queens Coronation and Pageant, 25 cents credit on tickets to the big outdoor musical-vaudeville spectacle, "Americana"; and additional features being scheduled.

The Junior Chamber of Commerce

hopes to insure an opening day attendance of 125,000 people.

Dallas and Texas are bidding high to make the State Fair the attraction center of the Southwest. Outstanding livestock and agricultural exhibits, a return engagement of the 110-piece Mexican National Tipica Orchestra, 50 train loads of equipment and entertainers of the Rubin and Cherry Shows, "Americana" with its 150 dancers, vaudeville performers and top-name entertainers performing on a 300-foot stage, will combine to provide hours of unequalled amusement and education to the hundreds of thousands of people expected to click through the turn-stiles of the Fair between October 5 and 20.

Headlined by the National Hereford Show and the Regional Holstein-Friesian Show, the kings and queens of America's livestock, already being curled and manicured for the big event, will strut their stuff at the State Fair. Upwards of \$100,000 in cash premiums, biggest sum

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The Hall of Chemurgy at the 1939 State Fair was the first attempt by any exposition to present graphically the new alliance between industry and agriculture. The 1940 Chemurgic Show, under direction of Elmore Torn, agricultural director of the East Texas Chamber of Commerce, will be even larger in scope.

## CHEMURGIC SHOWMANSHIP

By VICTOR SCHOFFELMAYER

CHEMURGY made such a hit at the State Fair of Texas last season that it will be featured on a much larger scale this year. Whereas some 200,000 persons viewed the interesting chemurgic exhibits in 1939 it is expected that half a million are likely to be attracted in 1940. That is as it should be, for Chemurgy promises so much for Texas and the Southwest that people in all walks of life need to become familiar with its scope and possibilities.

The emphasis which the State Fair of Texas places upon Chemurgy is gratifying. Chemurgy, however, needs no apology for entering the arena. It is destined to play an ever increasingly important role as our people learn more about it. Chemurgy is a natural for Texas and our region!

Chemurgy, pronounced Kem-urgy, with the accent on the Kem, is the catalyst which will make possible the working of Agriculture and Industry. Chemurgy has as its objective the application of science and research to the farmer's raw materials. Since most of these farm products are begging for markets, it is plain that agriculture is in desperate need of help. That help must take a different form than grants from the national treasury. Agriculture must have help of a kind which will enable the farmer to stand on his own feet—to

be able to sell his surplus products profitably in markets other than merely the food outlets. In short, the farmer from now on will be asked to raise a portion of his crops to fill the needs for specific industries, which up till now have imported huge quantities of raw materials that can be grown on Texas farms. That is something entirely new! This new outlet in no way will interfere with the farmer's production of food and feed. It will merely add to his income.

The farmer must have new sources of income. Instead of restricted crop production, he should be encouraged to run his machine at full capacity. That is the big idea behind chemurgy—that American industries need enormous quantities of cellulose, lignin, starch, sugars, resins and gums, proteins and carbohydrates, detergents and insecticides, most of which have been imported from Europe, Asia, South America, Africa and the South Sea Isles. There is every reason now why these raw materials should be produced right here on our Texas farms.

The wars in Europe and in Asia are restricting the free imports of many raw materials. Shipping rates are fantastically high. It is doubtful if our industries can obtain their quantities of rubber from the East Indies, or vegetable oils from the same islands and from Asia and South America, or from the Danubian coun-

tries which are now virtually under the control of Germany and Russia.

Millions of tons of these raw materials, without which many of our greatest industries cannot operate, are becoming scarce in our markets. Here is the greatest opportunity which Texas ever had to fit into the picture and get in on the ground floor of new markets which to a great extent can replace what our farmers have lost when they no longer can export their cotton to the Old World as in the palmy days before the depression. It is roughly estimated that Texas farmers alone have lost \$250,000,000 a year in cotton exports now supplied by India, Brazil, Argentina, the Egyptian Sudan and fifty other nations.

At the State Fair of Texas the chemurgic exhibits will show the public the varied chemurgic raw materials which Texas farms are capable of producing. Also, this year many of the exhibits will be animated—that is there will be actual turning of wheels, utilization of raw materials, farm-to-factory and factory-to-

consumer displays, which will tell the story of chemurgy better than pictures or words.

Many of the largest manufacturing firms, through their scientific directors, have made arrangements to exhibit their varied array of raw materials and finished articles. Many of the exhibits will have motion pictures in connection with the displays which will tell the story in a connected series of impressions. There will be colored slides in natural colors moving automatically in a human interest story of, say, the soybean, the safflower or the dwarf flax of the Gulf Coast, or the castor bean of the Blacklands, the Trinity Valley or the Lower Rio Grande Valley, the pine trees of East Texas, the sweet potato and the sugar beet.

It is hoped to have in operation a complete sweet potato dehydration unit, making stock feed, starch, vitamins, syrup, mucilage, cellulose and other by-products. The various steps in the manufacture of a valuable carbohydrate feed from Texas yams, from slicing and crushing of the potatoes to the extraction of the juices, the drying of the pulp and the precipitation of the starch, will be shown. This one exhibit should be an eye-opener to East Texans who may be thinking how to use the sweet potato as

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# *a* **\$28,000,000 Dallas Industry**

Dallas ranks as one of America's four leading manufacturing and distributing centers for Agricultural machinery and implements, with a yearly sales aggregate of approximately \$28,000,000 and an annual payroll in excess of half a million dollars.

## **ONE OF THE WORLD'S LARGEST FARM MACHINERY CENTERS**

The first farm implement houses came to Dallas about the same time as the Texas and Pacific and H. & T. C. Railroads located here. Rich agricultural lands stretching in every direction, and rapid developing shipping facilities attracted more and more of the implement firms, and provided Dallas with its first claim to the rank of an important wholesale market. During more than half a century the Farm Machinery Industry has been one of the staunchest supporters of the State Fair of Texas. Their huge exhibits and demonstrations have yearly helped to educate and inspire vast numbers of farmers, dairymen and stockmen to constantly improve and expand agriculture and livestock raising. Executives of Dallas Farm Implement firms have given liberally of their energy and resources, throughout the life of the Texas State Fair. They feel a just pride in the fact that Dallas has the largest State Fair in the world—and that their Industry has helped to make it so.



Allis-Chalmers Manufacturing Co.  
Bull-Stewart Equipment Co., Inc.  
J. I. Case Company  
John Deere Plow Co.  
International Harvester Co., Inc.  
The Massey-Harris Company  
Minneapolis-Moline Power Implement Co.  
Oliver Farm Equipment Sales Co.  
Papec Machine Company

# SHOWMANSHIP IN MACHINERY

By J. J. FOLEY

IT HAS BEEN but a few years, when to talk of implements and machinery on the farm, one thought immediately of huge combines on Western wheat ranches, or tractors on cotton plantations, and even the smallest tractor was almost an impossibility on the small place. But the modern trend in the development of farm machinery and implements has been to give the man with the fifty-acre farm an opportunity to mechanize his equipment for the field as well as to offer him comforts for his home.

Windchargers have brought cheap electricity into the home and the barns. Improved pumps have made water systems possible for the farm home, the barnyard, and even given many farmers an opportunity to do some irrigating on a small scale.

Implements and farm machinery are now built for the smallest farms as well as the largest, and prices have been reduced to the extent that the smallest farmer can till his acres with powered machinery just as well as the landed owners. Machinery has been manufactured by practically all of the leading implement factories to fit the needs of the farmer, whether he owns fifty acres or fifty thousand acres.

Where there was only the huge combine manufactured, which took a crew of men to operate it, there are now those which one man operates and one of which serve several farms in the community. The small combine can be carried from farm to farm, where previously it almost took house-movers to set up one of the large combines and the farmer had to shock his wheat, load it onto wagons and haul it to the combine. This smaller type of farm machinery has proved a great saver of time and of money also to the small farmer.

The gospel of the improved types of farm machinery and implements has been spread through the medium offered by the State Fair of Texas. Until recent years, there were but few of the dealers and factory branches represented on "Implement Row" at the State Fair of Texas. If my memory serves me right, about eight firms were represented each year. But on the Implement Area now, which occupies the sites of the Ford Building and the Oil Building at the Texas Centennial, a visitor can find representatives of practically every large implement manufacturer, and the very latest in mechanized farm tools.

In 1938, when the State Fair of Texas resumed after a period of three years,

during which the grounds were given over to the preparation and presentation of the Texas Centennial and the Pan-American Expositions, seventeen of the leading Southwestern branches for the large implement factories agreed to take over 200,000 square feet of exhibit space. Last year, twenty-one dealers were included in the show and the total footage required was 225,000 square feet of space. Although all of the dealers have

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## This Month In Southwest Business

Authors in this issue of Southwest Business represent many institutions and many sections of Texas, but all have one tie in common: Interest in the State Fair of Texas.

Harry L. Seay is president of the State Fair.

W. B. Mitchell of Marfa, Texas, is one of the best known ranchers in the state. He is president of the Texas Breeder-Feeder Association.

E. Paul Jones, who probably knows more newspapermen in Texas than any other man, is publicity director of the State Fair.

J. Howard Hayden is president of the energetic junior board of the State Fair.

Victor Schoffelmayer is agricultural editor of the Dallas News and a pioneer Chemurgic prophet.

J. J. Foley is a director of the State Fair and Dallas branch manager of the International Harvester Co.

W. H. Hitzelberger is chairman of the Fair's Athletic Committee.

Dr. L. A. Woods is Texas State Superintendent of Education.

A. L. Ward is director of the educational service, National Cottonseed Products Association.

C. R. Reagan is owner of the Texas Visual Education Co., Austin.

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not contracted for their space as yet, it is expected that all of the dealers from the 1939 Implement and Farm Machinery Show will be back and in addition thereto, there will be several new members.

Many factory branches which show, take advantage of the occasion to bring or have their dealers from the smaller towns in to see new models, or new equipment for the implements. They have found that most of their dealers like a visit to the Fair and they use this opportunity for sales talks to these dealers.

Attendance at the 1939 State Fair of Texas was 1,036,708, which set an all time record for this institution. It was estimated that at least two-thirds of this number were out-of-town visitors, and

of the out-of-town visitors, it was estimated that at least one-third were farmers or land owners, who were interested in farming. This fact gave factory branches an excellent opportunity to show all of their models at one time.

Realizing the opportunity was great to show at first hand all of their wares, implement dealers have resumed their displays with a zest rarely shown by any other single group.

Practically every improvement noted in the farm machinery and implement world during these past few years can be found in some of the exhibits on the Implement Area at the State Fair of Texas.

The Implement Area at the State Fair of Texas is well located. It is in the center of the grounds, divided into two parts—one at each end of the boulevard in front of the Educational Building and the Hall of State.

Among the exhibitors who have already signed contracts for space at the 1940 State Fair of Texas are the John Deere Plow Company, the International Harvester Company, the J. I. Case Company, B. F. Avery & Son, Minneapolis-Moline Power Implement Company, Massey-Harris Company, the Papec Machine Company, the Leach Brothers Company, the Allis-Chalmers Company, the Owensboro Ditch & Grader Company, the Oliver Farm Equipment Company, the Graveley Motor Plow Company, the Magnolia Feed Company, and the Bull-Stewart Equipment Company.

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## Refrigeration Service Engineers Organize

The Refrigeration Service Engineers Society of Dallas was organized recently with W. H. Cline as president and M. D. James, secretary.

Mr. Cline announced the objectives of the organization are educational and social.

A total equivalent of 2,526 new residential units have been completed and started taking electrical service in Dallas between January 1 and July 31, the Dallas Power and Light Co. has announced.

Actually under construction on July 31 was a total equivalent of 900 new single family residential units, an increase of 157 over the number under construction on the same date last year.

# SCHOOLS ON PARADE

By DR. L. A. WOODS

EVER since the beginning of the State Fair, educators have realized that this Texas institution is a great educational force, waiting to be made to function in the lives of the people of the state.

From time to time, attempts have been made to bring into closer contact the child in the classroom and this great storehouse of information, annually made available to him. Then, too, there has prevailed the feeling that, in order to encourage the creative urge within every normal child, it would be wise to further active participation by schools in the exhibits and daily programs at the Fair.

Some twenty years ago, the leaders in agricultural education of A. & M. College and the State Department of Education undertook to put new life into their programs by active participation through booths displaying agricultural products of the several localities which were taking part in this vocational training program.

About that same time, schools all over the state were encouraged to put on display such things as posters, scrapbooks, and art exhibits, typical of the actual work of the school room.

During the past eight years, the State Department of Education has lent encouragement to more definite and to better organized active participation in the educational features of the Fair, realizing that much of the good which comes to the school children who take part is not outwardly visible.

Incentives for better work, develop-

ment of initiative and the assumption of responsibility for creditable performance of some certain, well-outlined tasks have had much to do with the growth of a more virile type of American citizenship, and these things have resulted from participation in the State Fair.

It is very evident, then, that the good effects continue throughout the entire school year, and are not limited to the duration of the Fair itself.

October 5, 1940, is being looked forward to at this time because it is Future Farmers of America Day at the State Fair of Texas.

Last year there were more than 7,000 F.F.A. delegates, representing an active membership of 27,530 in the state organization. They went to see what was new in agriculture.

There were thirty-two educational booths on display, exhibiting hogs, poultry, dairy cattle, baby beeves and crops.

The displays for 1940 promise to be even better for the "cream of the crop" from 640 local chapters of the F.F.A. and 28,000 boys enrolled in vocational agriculture in Texas public schools will be there.

Negro vocational agriculture students will show five new Farmers of America educational booths and will exhibit poultry, hogs, and crops—representing 160 N.F.A. Chapters and 6,000 N.F.A. members.

In addition to these exhibits, there will be two large exhibits—one showing the

work of the F.F.A. from the entire State of Texas and one showing the work of the N.F.A.

A new feature this year will be a continuous moving picture show of vocational agricultural practices and activities in the Texas public schools. Some of our boys plan to enter the Amateur Moving Picture Contest, sponsored by the State Fair for the first time this year.

This phase of our work stimulates hundreds of vocational agriculture teachers and thousands of boys to produce better livestock and crops on the farms of Texas. The State Fair officials are to be congratulated for sponsoring this type of work for the boys enrolled in Texas public schools.

In 1938, the first School Exhibits and Contests sponsored by the State Department of Education were held under the direct supervision of Miss Edgar Ellen Wilson, state director of elementary education. The exhibits for the past two years showed the splendid training which had been given to the pupils. Beautiful workmanship, artistic blending of color, and initiative in creative skill were characteristic of all exhibits.

Plans are under way to make the exhibits and contests even better in 1940. Miss Wilson, general chairman, assisted by T. M. Trimble, first assistant state superintendent; Warner Rasco, John Gunstream, A. M. Tate and Arthur Maberry, deputy state superintendents, Dr. E. M.

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One section of the public schools' exhibits in the Educational Building at the 1939 State Fair of Texas. The schools' exhibits in recent years have been among the most popular attractions on the Fair grounds, and will be greatly expanded in scope for the 1940 exposition.





One end of the Cotton Bowl at the 1939 Texas-Oklahoma football game, traditional highlight of the State Fair's sports schedule. The 1940 Texas-Oklahoma game will be played at the State Fair Saturday, Oct. 12.

## SPOTLIGHT ON THE GRIDIRON

By W. H. (BILL) HITZELBERGER

**T**HRILLS and frills and glamour, and the yells and bands from distant towns will announce to the world that the State Fair of Texas commands the attention of football fans throughout the nation.

With the ever-increasing improvements in fine highways leading to Dallas, the home of the State Fair of Texas and the famous Cotton Bowl, it becomes a city of hospitality, of welcome and crowded but happy and enthusiastic supporters of their favorite teams.

Aside from football, there will be many other athletic events in Dallas during the Fair season: sailing at White Rock, wrestling, boxing, midget auto racing and casting. The radio and press join to make these two weeks the sports highlight of the Southwest.

Rising above the serious business of downtown Dallas, above the headlines of politics in November, above the dreaded headlines of war, above petty gossips and jealousies, the bands with their high stepping drum majors—leading the high notes of Peruna from S.M.U.'s hilltop, the Eyes of Texas from the University of Texas, The Red and White 100 Strong from the great University of Alabama and the pride of the Old South, Auburn—will announce that business and sadness cease, at least for a while, and all become State Fair football fans.

Growing in popularity which may soon make their game rival the crowds and enthusiasm of the great college football games of the nation, the University of Texas and the University of Oklahoma

will meet in their annual colorful battle on the second Saturday of the Fair. Each year, increasing thousands converge on Dallas for this occasion.

The ever popular idols of Dallas and North Texas, the Red and Blue Mustangs, will entertain Auburn, the powerful aggregation of football players of the Old South, with a great tradition, a splendid team and with a former Southwest Conference coach, Jack Meagher. Reservations already coming in reveal a large crowd will travel via train, auto and plane for this game which will be played on the third Saturday.

The high school games will be as well attended as most college games. Certainly, the interest is justified. Dallas has fine high school football, the players are well trained and have a fine director of athletics, P. C. Cobb. They annually entertain several high school teams from other cities. The carnival spirit takes over on Thursday, Friday and Saturday nights and Friday afternoons when these games are played in the Cotton Bowl.

The second Monday of the State Fair is Negro Day and the center of attraction on that day is the football game between Prairie View and Wiley Colleges, an annual affair between these two outstanding Negro institutions of Texas. Bands and many visitors will present this well played football game with a touch of color well worth attendance. A section of the Cotton Bowl is reserved for white spectators.

Dallas, as usual, will do her duty to welcome the visitors, to be courteous to

them, to consider them when they are met on the streets in their cars, knowing they are not as familiar with conditions, rules and thoroughfares as we are. All hotels, restaurants, tourist camps and taxicab officials have volunteered to continue their usual practice of keeping prices the same during the fair as prevail through the year.

The athletic committee of The State Fair of Texas invites the people of the Southwest to the athletic programs of the 1940 Fair. It has carefully supervised these arrangements and plans and the condition of the football stadium. It has been informed by the athletic directors for the football teams that advance reservations indicate unusually large crowds.

The committee asks all Dallas to invite friends and customers to these athletic events, and has arranged for the holders

### Radio Series Salutes State Fair of Texas

In recognition of the valuable services rendered to the cotton industry of Texas, as well as to Texas agriculture and livestock industries as a whole, the State-Wide Cotton Committee of Texas and Texas Cottonseed Crushers' Association devoted a series of August radio programs to the State Fair.

Presented weekly over Station KGKO, the five August broadcasts were a part of a series of programs arranged by the State-Wide Cotton Committee during the summer and fall to feature information about the cotton industry.

Speakers and subjects for the broadcasts dealing with the State Fair were:

Harry L. Seay, President of the State Fair, "Cotton Has Helped to Build the State Fair of Texas."

Frank P. Holland, Jr., President, Texas Breeder-Feeder Association, "Cotton and the Breeder-Feeder Movement."

A. L. Ward, Director, Educational Service, National Cottonseed Products Association, "Cotton and Livestock Join Hands at the State Fair."

W. F. Pendleton, member of the Board of Directors, State Fair, "Better Cotton in the Show Window of Texas."

Elmore Torn, Director of Agriculture and Forestry, East Texas Chamber of Commerce, "Cotton and Cottonseed Products in the Hall of Chemistry."



# INSURING the future of the SOUTHWEST with INSURANCE



TOM L. McCULLOUGH



EDGAR L. FLIPPEN



EARL B. SMYTH



A. F. PILLET



THEO. P. BEASLEY

These executives of Texas Insurance Companies will review what part insurance has and will play in the future.

## SAFETY AND INSURANCE

By A. MORGAN DUKE  
President, Southland Life Insurance Company  
Dallas, Texas

Very little has ever been said about one of the very fortunate results of the building up of a number of strong Texas life insurance companies. That result is the participation by these companies in a number of civic affairs throughout the years. This participation has been considered a duty by the Texas life insurance companies, and yet they deserve none the less credit for the fine spirit they have shown in expending a great deal of money and energy in these projects for the betterment of Texas and the great Southwest.

The latest and one of the most important undertakings in recent years has been the participation of the life insurance companies in the successful work of the Texas Safety Association to decrease the appalling toll of traffic casualties and fatalities in Texas.

It has been the goal of this organization to mobilize forces to control the public menace of traffic accidents, remembering that these traffic accidents in Texas in 1939 took 1,583 lives and injured 29,000 people. It must not be forgotten that aside from the toll in lives and that taken by injuries, the accidents cost the State \$45,000,000 in economic loss, with practically every citizen directly or indirectly affected by this great unsolved civic problem. Major objectives of the Association are the securing of improved traffic



A. MORGAN DUKE

regulation, more effective enforcement of state and municipal traffic laws, the creation of local traffic boards in larger cities, standardization of traffic devices and traffic control equipment, and—perhaps most important of all—the arousing of public interest to the necessity of constructive measures to prevent traffic accidents as far as is humanly possible.

The life insurance companies of Texas—with a few exceptions—have contributed generously and eagerly to the fund which has made it possible to carry on the work of this Association, thereby making a great deal of progress toward curbing a menace as important as fire, crime or disease—all of which touch the lives of every human being in Texas.

This, of course, is only one of the many times in which the Texas life insurance companies have participated in worthwhile public movements, and it is for that reason that I originally said

that the people of the State of Texas should indeed consider themselves fortunate that the great life insurance companies of Texas have built up and that they have been extremely helpful in giving their time and attention to all matters which affect the welfare of the people of this, our great State of Texas and the mighty Empire of the Southwest.

*A Morgan Duke*

# "Why Should We Belong?"

By MAURICE LEVY

Vice Chairman, Membership Committee  
of the Chamber of Commerce

There are nearly 3,000 branches of national concerns in Dallas. The executives of these branch offices and factories frequently ask of me, and of others on the membership committee: "We are a national concern. Why should we belong to the Dallas Chamber of Commerce?"

Each of these branches is located here because Dallas is the established, dominant manufacturing and distributing center of the Southwest—the best point from which to serve this great regional market. The cumulative results of fifty years of work by the Dallas Chamber of Commerce made this city attractive to these national concerns, and made it possible to locate branches in Dallas from

which to serve the entire Southwest. The Chamber's continuous work dovetails with the general objectives of the sales promotional programs of these concerns: The further development of Dallas as the Southwest's distribution center. The Chamber's trained, permanent staff is constantly at the service of these firms, and can be of incalculable value to them in countless ways.

Each of these branches benefits from the work of the Dallas Chamber of Commerce. Each can well afford to invest in its work—a program which benefits the national concern with a Dallas branch just as much as it benefits the retail merchant whose business depends entirely upon the community itself.

## \$50,000,000 Denison Dam Attracts Tourists

Major phases of construction on the \$50,800,290 Denison dam project have been started, and the site of the work has become a focal point of tourist interest in the Southwest.

The earthen embankment will be the largest roll-filled dam in America. The dam across Red River at Denison will create a lake with a 1,300-mile shore line, inundating large areas of Texas and Oklahoma.

Government engineers have provided a special observation zone, with automobile parking space, at the dam. Large signs have been erected at the observation zone to give visitors a better understanding of the magnitude of the project.

With the construction of Denison Dam on the Red River, creating one of the greatest man-made lakes in the world, Dallas will be still further emphasized as the center of a new "sportsman's paradise" in the Southwest. The chains of big lakes that have been created, or are now under construction, on the Brazos and Colorado Rivers in Central Texas, plus the series of lakes on the Trinity River—including Lake Dallas, Lake Worth, Mountain Creek, Eagle Mountain and Bridgeport Lakes—will place Dallas in the center of a new, man-made "lakes country."

Total bank deposits in Dallas on the last bank call were \$305,667,619, an increase of \$49,235,660 over the previous all-time high.

## Special Motor Taxes Reached \$53 Per Vehicle Last Year

Mr. Average American, a composite of farmers, workers, and business men owning new and used vehicles, paid special motor taxes in 1939 averaging nearly \$53, figures compiled by the American Petroleum Industries Committee from official government sources reveal.

For every dollar he spent in direct taxes for registration and license fees, he paid \$2.45 in hidden gasoline taxes, federal and state. Nearly two-thirds of his total motor vehicle taxes were collected from him at gasoline service stations, where during the course of the year he paid \$33.05 in state and federal gasoline taxes, a sum which exceeded an entire week's income if he were a typical automobile owner, and which exceeded all his other motor vehicle taxes combined by 62 per cent.

In addition to his \$33.05 gasoline tax bill, his registration fees and license taxes cost him \$13.47; his federal excise taxes on lubricating oil, tires, tubes, parts, accessories and new vehicles amounted to \$4.09; and personal property and similar taxes on motor vehicles cost him an average of \$2.35 more.

Economists estimate that an aggregate population of 1,650 is supported by every 150 persons employed in manufacturing. The total of 1,650 includes their families, together with the operators and employees of retail and services businesses, and the professional offices, whom they patronize.

## LETTERS

To Southwest Business:

I believe the readers of Southwest Business would be interested in reading about the cleanest town in the United States, especially since that town happens to be in the Dallas trade territory.

It must be Lubbock, on the South Plains.

Consider:

The National Clean-up and Paint-up Bureau of Washington every year awards trophies for the cleanest town in each of the states.

And Lubbock has recently won, for the tenth consecutive time, the title of "Cleanest town in Texas."

No other town in the United States has won such a record of consecutive victories.

That ought to make Lubbock just about the cleanest town in the United States.

Lubbock works hard at keeping itself clean. It works at the job the year around, of course, but every year it puts on a two weeks' campaign and enlists everybody in the clean-up from Mayor C. E. Slaton down to the shine boys in the basement barber shop of the Hotel Lubbock.

A prime mover in this campaign is A. B. Davis, manager of the Chamber of Commerce, and secretary of the Rotary Club. . . .

It takes a great co-operative spirit to do a thing like that. I visited Lubbock a few days ago to find out the why and the how of it. And I found that Lubbock was founded with just that co-operative spirit.

Back in 1891, when the town was founded, three groups of men wanted to found towns in three different places, not far from the present site of Lubbock. But they soon realized that it was foolish to found three towns when one would do, and so they compromised on one town centered between the other three locations. Thus was Lubbock founded in compromise and co-operation.

So it went from that day forward. In 1909 Lubbock worked hard to bring in the Santa Fe Railroad. In 1923, although the city then had a population of only about 4,000, the citizens raised \$100,000 to bring in Texas Technological College. In 1925 the citizens raised \$150,000 to help build the Hotel Lubbock as a community enterprise. In 1926 they raised \$165,000 to bring in another railroad. In 1940 they raised \$100,000 to help build an office building they needed as much as they had needed the Hotel Lubbock

back in 1925. In the meantime, Lubbock has grown from 1,938 in 1910; 4,051 in 1920; 20,520 in 1930; to 31,588 today. And in 1930 the people started the series of ten campaigns that had won for Lubbock the reputation of being the cleanest town, not only in Texas, but in the whole United States. . . .

Charles Curtis Munz,  
Castroville, Texas.

## Schools On Parade

Continued from Page 15

Shepherd of E.T.S.T. College, and Miss Nell Parmley, state director of public school music, has worked out a series of contests and demonstrations which promise to be very interesting and, at the same time, beneficial to teachers who care to undertake such work in their own school-rooms. I especially call attention to the "Visual Education Demonstration" and to the "Demonstration of Utilization of a Classroom Broadcast." The first of these demonstrations will be given daily in the directors room of the Educational Building. Two broadcasting demonstrations have been planned, one in the elementary field on October 11, and one in the high school field on October 18.

I should like also to stress the Hobby Show (Children's Division). It seems to me that this habit of collecting and classifying objects has in it great educational possibilities which we sometimes overlook.

I appreciate very much the opportunity which has been given me by Southwest Business to say a good word for the State Fair of Texas. I would like to express, at this time, my gratitude for the cooperation of the State Fair and other educational agencies of this great state given to me and to the State Department of Education in our endeavors to foster and develop a greater public school system for a greater Texas.

## Dallas Construction Total Passes 1939 Levels

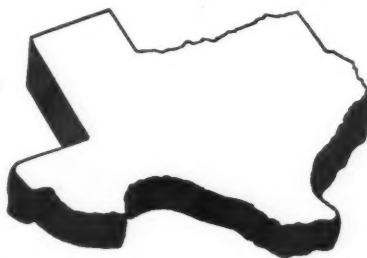
Dallas' total construction contract awards for the first seven months of 1939 were \$13,961,000, compared with \$13,637,000 for the first seven months of 1939, F. W. Dodge Reports has announced.

The Dallas construction total indicates a near record building year for the city. Still to be included in the contracts total are the airplane factory of North American Aviation, Inc., and several other large projects.

## Welcome, State Fair Visitors LIFETIME DISABILITY PROTECTION!



Largest Exclusive Health and Accident Organization in the World  
ERNEST HUNDAHL, General Manager Texas, Oklahoma and Louisiana



## The winning spirit of TEXAS

AT THE STATE FAIR we will all see many fine examples of how fast Texas grows . . . of how surely Texas moves forward. Take for example just one field—dairying. Why, it was just 12 years ago that J. L. Kraft and a group of foresighted Texas farmers established the first Kraft plant in the Southwest—at Denison. In those days Texas produced practically no cheese at all. Today Texas is one of the top six cheese producing states in the U. S. The Kraft plant at Denison is headquarters for many Texas plants. And the cheese production of the Denison plant has shown consistent, steady gain year by year.

Today we use millions of pounds of Texas milk annually . . . and that milk and the cash income it brings to farmers is available because Texas farmers had the pioneer spirit . . . because they looked ahead and could visualize a future for Texas dairying. And because they prepared for that future!

Today we also supply a great market for other Texas agricultural products used in our famous salad dressings. For instance, we are large users of Texas eggs.

We point to this progress as a brilliant illustration of the Texas Spirit. We believe there is a still greater future here for the development of dairying and we will continue to help in that development in every way possible.

KRAFT CHEESE COMPANY



National Selection Year



Serving 10 States and  
OUR NATION'S CAPITAL

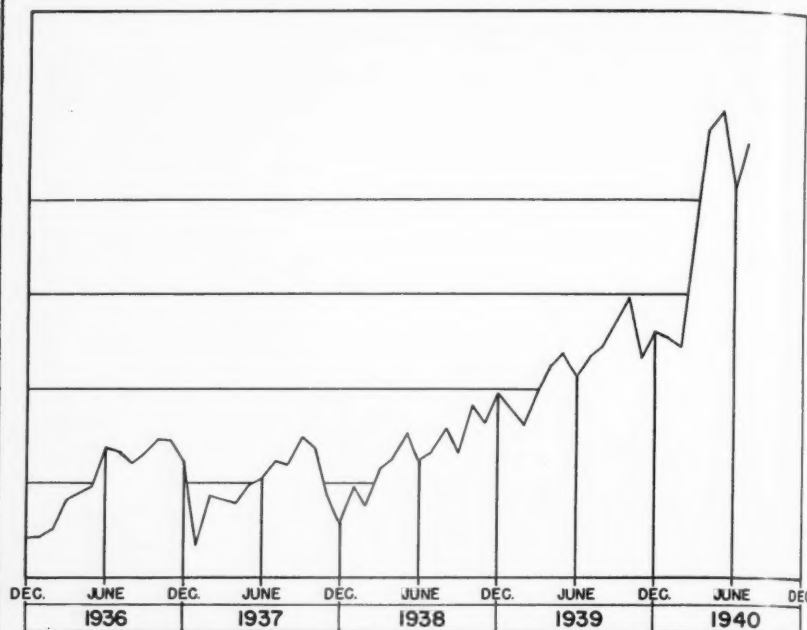
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Election year brings up Party discussions, making a National Selection a problem. Not so with Hotels, you simply make a "NATIONAL" Selection and are assured a maximum of fine comfort and service. Yes, make this a "NATIONAL" Selection year and *always be sure.*



F40-322

## Dallas Leads in Air Business



Braniff Airways' net "on-line" passenger revenue originating in Dallas has almost quadrupled since the airline's operating headquarters was established here four years ago, Douglas Wood, Braniff district traffic manager, has announced. Mr. Wood prepared the above chart, showing the consistent increase in passenger revenue from Dallas on the Braniff line, and the steady rise of Dallas as one of the foremost air traffic centers of America. The broken line indicates the net dollar volume of passenger traffic which originated in Dallas for Braniff Airways.

For the last year and a half, Mr. Wood

said, Dallas has originated more net revenue for the airline than any other city on the system. Closest to Dallas in amount of on-line revenue originated are Chicago and Houston.

Dallas is the hub of the Braniff system, which operates thirteen trips out from Love Field municipal airport daily. Braniff's "Great Lakes to the Gulf" system branches from Chicago and Amarillo on the north to Houston and Brownsville on the south. Due to the steady increase in traffic, the line recently put into service a new fleet of eight 21-passenger Douglas transports. In addition, its fleet now includes seven 14-passenger Douglas ships.

### Show Window For an Empire

Continued from Page 8

pens, concession booths, and several exhibit halls.

The fairs of the late 1880's reflected and contributed to Dallas' fast-growing importance as a Southwestern distributing point. Stock breeders, manufacturers, miners, merchants, and educators became aware of the Texas State Fair's value as a publicity medium, and by 1890 about twenty states were represented among the exhibitors. It was also during this period that the Texas State Fair had as a featured attraction one of the chief orators of the day, the young Georgian Henry W. Grady, who in 1888 was invited by a group of young business men associated with the Merchants' Exchange to speak

on the Texas Day program they had arranged. Grady's address, which by request was on the development of the South with special reference to Texas, was notable, closing with a persuasive and closely-reasoned appeal for diversification in southern agriculture and the development of southern industries. The fair attracted more and more prominent visitors, and two other famous speakers of the time—Champ Clark and William Jennings Bryan—contributed their eloquence in 1899.

Despite zealous service on the part of its officers and directors and a general recognition in all quarters of its value to Dallas and the state, the State Fair continued to be harassed by financial crises until after the turn of the century. It was practically in the clear after the consolidated fair of 1887, but when Henry Exall became president in 1889, its in-



debtedness had again risen to \$100,000, and two costly fires in the early 1890's added to its embarrassments. For a time its notes were held by the Manchester Trust Company in England and bankruptcy was narrowly averted when this company called in its \$30,000 loan in 1900. The baseball stands collapsed soon afterward, injuring a number of persons and there was a series of lawsuits. When horse-racing, previously one of the Fair's chief sources of revenue, was abolished in 1903, it seemed almost the last straw. In 1903, when the Fair's indebtedness stood at \$80,000, the directors received a tempting offer of \$125,000 to sell the grounds for development as a new suburban addition. Rather than see twenty years of effort go for nothing, however, they turned to the city, and a plan was worked out by a committee headed by E. M. Reardon under which the municipality bought the grounds as a park for \$125,000. Out of this amount the Fair's indebtedness was liquidated and the balance refunded to the city.

Since 1904 the Fair's history has been one of steady expansion and increasing use of its plant as a year-round cultural and recreational center. The cavernous frame coliseum, still remembered by many Dallasites for the road shows they saw there during the World War period and early 1920's, was erected in 1910 for the Fair's silver jubilee. It was replaced in 1924 with the present auditorium, which by common consent has become the favorite location for almost all major attractions and large gatherings in the city. A first automobile building raised in 1913 and a second built ten years later, along with a banked automobile race track laid out just before the World War in 1916, proclaimed the advancing motor age. Important high school and college football games began to be played both during and between fairs at the athletic stadium on the grounds, and since the construction of the Cotton Bowl in 1930 Fair Park has been the scene of nationally advertised intersectional contests.

Among the celebrities in various fields that the Fair attracted during these years were Vice-President Charles W. Fairbanks in 1907, President William Howard Taft in 1909, Woodrow Wilson in 1911, Jess Willard, then heavyweight champion of the world, in 1915; General Alvaro Obregon, president-elect of Mexico, in 1920; Luis M. Rubelclava, Mexican Minister of Industry, Commerce and Labor, in 1921, and Sigmund Romberg, the composer, in 1926.

By 1934 the plant of the State Fair of Texas was valued at \$4,000,000 and was a decisive factor in the selection of Dallas as the central exposition city for the Texas Centennial Exposition. Nearly fifty years of showmanship, experience in

Continued on Page 23

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CAPITAL \$1,500,000.00

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DALLAS, TEXAS

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*of*  
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**COTTONSEED** - **FARM INCOME**  
is a MAJOR SOURCE of Cash Income for Texas Farmers.

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processors—Cotton Oil Mills—constitute the FOURTH largest Texas Industry, in value of products.

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## Your Home When Away From Home



## The DRISKILL HOTEL

W. L. STARK, Manager

## Chamber's Members Congratulated



An unique public relations idea, applying the principles of newspaper publicity to outdoor advertising, is being used effectively by the Great National Life of Dallas to provoke wide public comment, win individual friendship and build community good will. The company has set up in its home office city what is called a congratulations outdoor display, by means of which President S. J. Hay is publicly commending local firms for successful undertakings and local individuals for achievement.

The display is a standard, illuminated outdoor bulletin board with a few modifications. How it appears to the public is illustrated by the photograph above, with Mr. Hay's congratulations to the 273 firms which have joined the Dallas Chamber of Commerce since January 1. The background copy on the board remains without change throughout the life of the display. The panel is designed to be changed as frequently as important events occur or as often as individual achievements make news. The Dallas display is the first to be set up but the company is planning to use similar displays in other cities.

The Dallas board is located at Akard and Cedar Springs, where a traffic count revealed that the "circulation" of the

display is 24,000 automobiles and trucks or 42,000 persons daily, 1,302,000 persons monthly and 15,624,000 persons yearly. The congratulations outdoor display was originated by M. K. Ratcliffe of the Ratcliffe Advertising Agency of Dallas, and is a copyrighted idea.

## War's Petroleum Needs Reach Enormous Totals

Automotive and petroleum technologists are taking time out these days to estimate fuel consumption of Europe's mechanized armed forces. Too little is known about the tanks to permit even of estimates, but it is figured that one day's operation of a fleet of bombing and pursuit planes necessitates the consumption of an amount of motor fuel sufficient to operate 3,000 American passenger cars for a full year!

The technologists figure that 2,400 bombers consume about 288,000 gallons per hour, and that 1,600 pursuit planes consume 160,000 gallons per hour. Total daily consumption, on the basis of five hours in the air, exceeds two and one-quarter million gallons of fuel.

Consumption by tanks, trucks, armored cars, motorcycles, and other motor-

ized equipment is believed to be even greater. Some idea of the economic loss is gained from the fact that just the gasoline used by planes, if consumed in American cars and taxed at present average rates, would produce more than \$120,000 revenue per day!

## Show Window

Continued from Page 22

handling crowds, and organized civic effort, all stemming from Dallas' long succession of local regional, and state fairs, influenced the decision of the Centennial Commission, and during the Texas Centennial Exposition in 1936 and the subsequent Pan-American Exposition in 1937, the city played host to the world in commemoration of the winning of a rich Southwestern empire by Anglo-Americans a hundred years before. The fair grounds were transfigured by landscape artists, architects and mural painters into a distinctive and enduring civic center for the enjoyment and education of the people of Dallas and the Southwest. Over 6,000,000 visitors from all parts of the United States and many foreign countries saw Dallas and spent their money here, millions more read of the advantages of the city and its trade area, and its popularity as a convention center was enhanced to the point where in 1938 Dallas stood second only to Chicago.

The State Fair of Texas, suspended during 1935, 1936, and 1937 because of the Centennial and Pan-American Expositions, celebrated a deferred Golden Jubilee in a new and glorified setting in the autumn of 1938. Since the Texas Centennial and Pan-American Expositions, however, the annual State fairs have taken on a new character—they are main displays in the permanent showroom of an empire, in which, through the medium of museums, shows and special events, the living and growing spectacle of Southwestern culture and enterprise is unfolded from week to week and month to month throughout the year.

Consumption of electric power in Texas during July leveled off to a point only two per cent above that of July, 1939, in contrast to a sharp upward trend during recent months, University of Texas business statisticians have announced.

Industrial use of electric power declined 3.2 per cent, while commercial consumption gained 9.4 per cent and residential use gained 5.3 per cent.

Dallas recorded total bank debits of \$2,922,939,000 (billions) in 1939, with in 3 per cent of the 1929 total.



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Best Wishes to **DALLAS** and All Who  
Have Built This Year's Great

STATE FAIR OF TEXAS

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—Culverts

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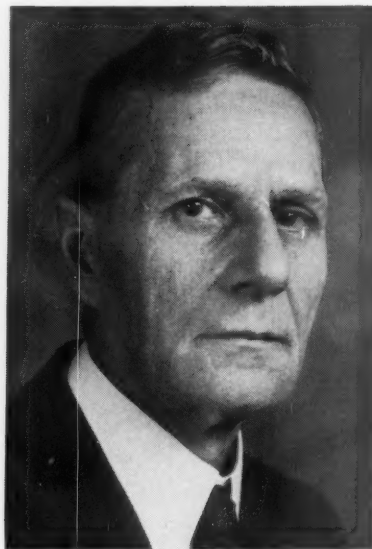
EAGLE FORD ROAD

DALLAS





G. H. TURNER  
Mayor



W. A. BRUNDAGE  
President Chamber of Commerce

## Industrial Center

**G**RAND PRAIRIE is moving into the forefront of Southwestern industrial centers.

North American Aviation, Inc., is building its \$7,000,000 airplane factory on the eastern edge of Grand Prairie. It will be rushed to completion by next February. When it attains full production it will give employment to more than 12,000 workers, using three shifts on a 24-hour basis.

This new industry means that Grand Prairie's population will be doubled, trebled, quadrupled. It means that tens of thousands will be added to Dallas County's population in the next few years. It means that from \$1,000,000 to \$2,000,000 monthly in additional payrolls will be turned into the channels of

trade in Grand Prairie and Dallas County.

From the standpoint of number of workers to be employed, and from the standpoint of dollar volume of its payrolls, North American's factory between Grand Prairie and Hensley Field will be the largest single industry in the entire state of Texas.

Small wonder that Grand Prairie is celebrating!

Grand Prairie and its suburban developments, Burbank Gardens and Dalworth Park, constitute one of the fastest-growing communities in Texas. On the western edge of Dallas, Grand Prairie is proud to grow in the shadow of the Southwest's metropolis' skyline.

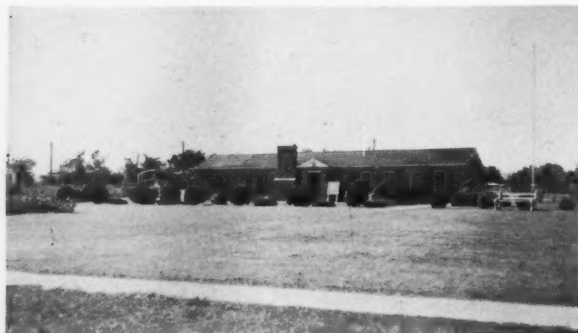
Its proximity to Dallas—its metropolitan facilities coupled with its suburban

location—have already made Grand Prairie an attractive site for industry. A number of smaller but prosperous manufacturing establishments have already located here. Nearby Hensley Field, and the Lou Foote Flying School, have already made Grand Prairie an aviation center of importance. Now, North American's great airplane factory will establish this city as one of the important points on America's aviation map.

Grand Prairie has adequate facilities and countless advantages to offer other industries:

Population—2,600 including Dalworth Park and Burbank Gardens, the overwhelming majority native American stock.

Water system—Three deep artesian



The Community House in four acre city park.



Street scene on Grand Prairie Fair Day.

## Thank You Dallas

To the Dallas Chamber of Commerce, Grand Prairie wishes to express its deep gratitude.

President J. B. Adoue, Jr., General Manager Ben Critz, Industrial Manager Clyde Wallis, and other officers and directors of the Dallas Chamber of Commerce did a magnificent job in selling Dallas County's advantages as the site for the first new airplane factory to be erected in the national defense program.

At all times, the officials of the Dallas Chamber of Commerce worked with the best interests of all of Dallas, and all of Dallas County, at heart. They showed remarkable foresight and unusual ability in developing North American's interest in Dallas County, and in selling this location to the executives of the firm. To its already impressive list of achievements for Dallas and Dallas County, the Dallas Chamber of Commerce has now added a chapter in community salesmanship which commands national attention and respect.

It has been an unusual privilege for the business men of Grand Prairie to work with Messrs. Adoue, Critz, Wallis and their associates on this big project. Now that the \$7,000,000 airplane factory has been secured, Grand Prairie takes this opportunity to congratulate the Dallas Chamber of Commerce upon its splendid work.

# GRAND PRAIRIE

Wells, supplying enough water for a city more than twice the size of Grand Prairie. This supply can be easily trebled or quadrupled when needed.

**Sewerage**—Grand Prairie has a sewage system adequate for a city of 5,000, and the system's capacity can be doubled at moderate cost.

**Schools**—Unexcelled public schools.

**Newspaper**—The Grand Prairie Texan

is regarded as one of the best, most progressive weekly newspapers in the Southwest.

**Transportation**—Two main highways, the Jefferson Avenue, with its four traffic lanes, the U. S. Highway 80, also with four traffic lanes, give Grand Prairie easy access to both Dallas and Fort Worth. Dallas County is now planning additional north-south traffic arteries to care for the expected increase in population at Grand

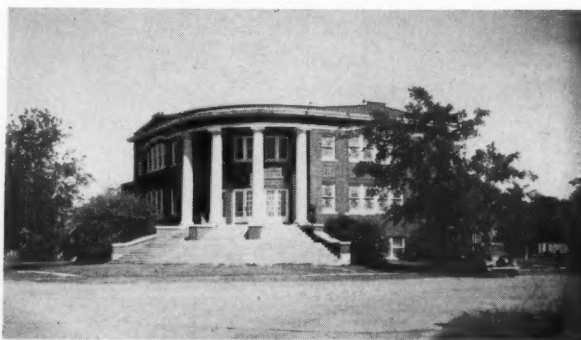
Prairie. The main line of the Texas and Pacific Railroad serves Grand Prairie, and excellent bus and motor freight connections are available.

**Chamber of Commerce**—Grand Prairie has one of the most active small city chambers of commerce in the Southwest. It works in closest cooperation with the Dallas Chamber of Commerce.

For further information, write or wire Grand Prairie Chamber of Commerce.



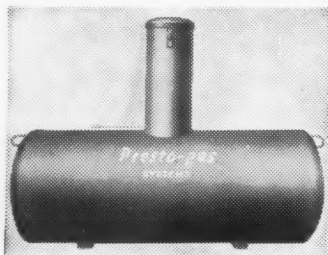
One of several modern fire apparatus.



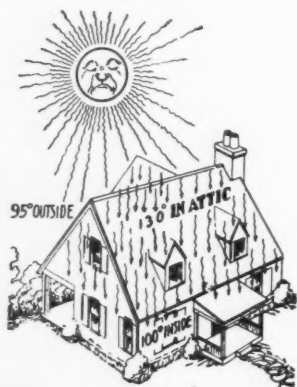
One of the many fine churches.

## Are You Planning to Build a Home in the Suburban Area?

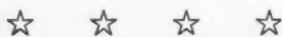
Butane gas equipment will solve your cooking and heating needs both efficiently and economically. Own your own independent gas plant.



Attic ventilation to take out the hot summer air in your attic will cool the entire house. The sun shines just as bright and hot near the city as in Dallas.



Investigate the advantage of both of these installations and find out how reasonably they can be installed.



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## Dallas Honors Industrialists



More than three hundred Dallas business men attended a Chamber of Commerce dinner meeting August 21, honoring Charles F. Kettering, vice-president of General Motors Corporation, and Edward G. Budd, president of the Budd Manufacturing Co. The occasion of their visit to Dallas was the Burlington Lines' inauguration of the new, streamlined Texas Zephyrs between Dallas and Denver. Ralph Budd, president of the Burlington Lines, and transportation coordinator on the National Defense Commission, and Federal Loan Administrator Jesse Jones spoke from Washington at the christening ceremony for the new train in Dallas. Shown above is a section of the speakers' table at the Chamber of Commerce dinner. From left to right, they are: Nathan Adams, director of the Chamber; Mr. Kettering, J. B. Adoue, Jr., president of the Chamber; Mr. Budd, and Mayor Woodall Rodgers of Dallas.

## Texas and the State Fair

Continued from Page 6

turers are concerned, especially in the food line.

There has been no agricultural movement put forth during these many years in Texas which has not first been introduced at the State Fair of Texas. In 1920, when fences had practically disappeared from the farms of our State, and the farm lands had been turned into cotton acreage, there were thousands and thousands of farms in Texas that did not have a single head of livestock, even including chickens and small stock. Cotton dropped to considerably less than five cents per pound. The farmers were broke and many did not have enough to eat. It affected every business man in Texas.

Texas A. & M. College, farm and livestock leaders, bankers and others co-operating with the State Fair of Texas started a movement to "Feed yourself at home." This movement has brought about diversification of farm crops and was the forerunner of the Breeder-Feeder movement which has been the greatest step toward making farm life a remunerative occupation promulgated so far in Texas.

So it has been with other great movements in this state.

The State Fair of Texas can truly be said to be a civic organization. In fact, it has been the "most civic" organization of any we know, because it has been self-sustaining from its inception. The State Fair of Texas is a private corporation, and

if a bad year develops and this institution does not profit sufficiently to care for its outstanding obligations, such as premiums, then the directors must dig deep, or else make some other arrangements for "paying off."

Many have been the times that the directors of the State Fair of Texas have given generously, not only of their time, but of their money as well to keep the institution going.

No state aid is forthcoming, as at other state fairs. Nor does the county or city pay for the operation of the institution. It must make its way, or it won't go.

And so the State Fair of Texas is happy in the knowledge that it has, aided only by its patrons, contributed largely to the upbuilding of this great empire state.

Texas postal receipts were 11.1 per cent higher in July than in the same month of last year, according to chambers of commerce reports to the University of Texas Bureau of Business Research.

July receipts in 45 Texas towns totaled \$1,359,476, as compared with \$1,223,646 in July a year ago and \$1,286,720 in June, 1940.

Building permits granted in 38 Texas cities soared during July, to total \$8,333,414, University of Texas business statisticians report.

This total was 35.8 per cent higher than that of June and 57.8 per cent above that of July a year ago.



## Chemurgic Show

Continued from Page 12

a basic material for home-developed industries.

There will be an important exhibit of East Texas paper-making, showing how the logs are brought from the pineywoods and ground up for making newsprint. The rolls of paper will be shown, also. This part of the exhibit should have far-reaching consequences because it may lead to further development of paper industries in East Texas.

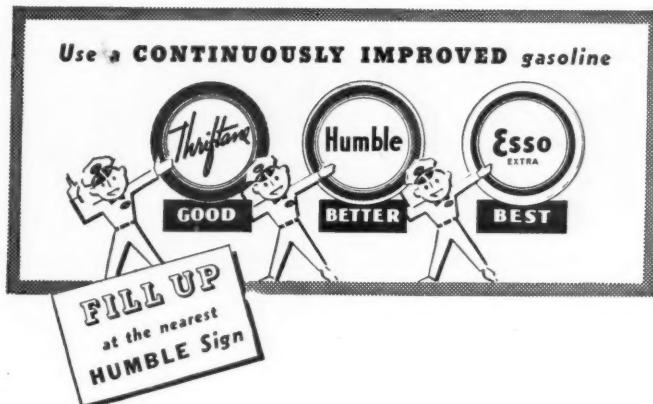
One of the most neglected farm crops is the Spanish peanut. It is raised in a few sandy counties of Central and North Texas, but could be greatly expanded if we knew what to do. The exhibit is to have the backing of the Texas peanut manufacturers. Texas farmers are raising 160,000,000 pounds of peanuts this year, more than ever before, but they could treble the crop if chemurgic uses were encouraged for the peanut hulls, the peanut shells, the broken stems and broken kernels, the peanut meal which comes from the oil-crushing process, and the oil itself, about which we know so little that it should have the benefit of thorough research.

Dr. George Washington Carver, famous Negro scientist at Tuskegee Industrial Institute in Alabama, told me not long ago that he believes peanut oil can well fill the place of codliver oil, which is hard to get at present because of the European war, as most of it came from Norway and the Scandinavian countries. Dr. Carver is a world authority on the peanut and its uses. He believes that chemurgic industries will give the peanut an important place as an industrial raw material as soon as the necessary research is devoted to its properties and their uses.

After looking at Curtis Pruitt's design of the exhibits in Chemurgy Hall at the State Fair of Texas, I am impressed with the big improvement of this year's show over last season's. It certainly is enterprising for our big fair to recognize the value of Chemurgy in the Texas agricultural and industrial picture. The Fair directors were quick to see that Chemurgy is the only new thing that has come out of agriculture in a long time. They also believe that Chemurgy, properly backed and developed, will restore to farmers a higher share of the national income.

When our farmers produce their share of the raw materials which we have been importing for a quarter of a century, they will have money in their pockets again. Chemurgy can easily add tens of millions of dollars to the Texas farm income when farmers and manufacturers learn to cooperate with one another.

The Chemurgic Exhibit at the State



**W**HEN your gasoline gauge shows low, start looking for the nearest Humble sign. Humble's policy of continuous improvement keeps the quality of Humble gasolines second to none; you can depend on this policy to keep the performance of all Humble products up with or a little ahead of the performance of your car. . . . Fill up today—and every day—with Humble.

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Practically 55% of this money was paid to living policyholders.

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& LOAN ASSOCIATION**

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**And the Hostess'  
Reputation Suffered!**

Before YOU plan your next party, look to the AIR in your home. Make sure it's fresh and sweet-smelling—not heavy with unpleasant cooking odors from the kitchen! Our engineers will show you a simple, inexpensive way to get POSITIVE KITCHEN VENTILATION—a way that traps all cooking odors as they come off the range and forces them out of the house—a way that prevents greasy deposits from forming on ceilings and walls—saves redecorating costs—keeps your kitchen cleaner and your home more pleasant to live in! Investigate today. NO OBLIGATION.

**The VENTAHOOD Co.**  
2808 COMMERCE STREET  
DALLAS, TEXAS



Above, the American Singers in "Americana," the State Fair of Texas revue to be presented out-of-doors in front of the grandstand. At right are Mays and Brach, unicycle stars.

Fair is sponsored by the East Texas Chamber of Commerce, and is under the direction of Elmore Torn, agricultural director of the Chamber.

**Fair Days—Fun Days**

Continued from Page 10

ville, their names were known from coast to coast. John was one of the headliners on vaudeville for years, and Bert was the star of the Al G. Fields minstrels for many years. All of the Swors have had a fling at pictures and have made many shorts.

The Swor Brothers' minstrels will be presented three times daily in the auditorium of the Castle of Foods.

In addition to the Mexican Police Tipica Orchestra and the Swor Brothers' minstrels there will be other free attractions offered visitors to the 1940 State Fair. President Seay and Secretary Roy Rupard recently visited New York and the New York World's Fair, seeking outstanding attractions to add to the amusement program of the 1940 State Fair.



## A Bang and A Bargain

Continued from Page 11

in the Fair's history, will go to exhibitors of outstanding stock of every breed.

From 60 counties representing a cross-section of Texas, and doing credit to this state's prominence in the field of agriculture, will come exhibits of fine fruits, vegetables, grains, nuts, and other products of the soil—graphic evidence of the state's right to the slogan: "From the farms of Texas to the tables of the world." Twice that number of counties were denied exhibit space because of lack of adequate room.

Stretching over literally acres of the Fair's vast amusements area will be the sideshow attractions of the Rubin and Cherry Shows. Outstanding among these will be such favorites as the Twelve Aristocrats, the Loyal Repensky's bare-back riding, the Swing Revue, the French Casino, Beautiful Hawaii, Club Plantation and the Streets of Shanghai. And, of course, there will be the fire-eaters, midget show, snake charmers, the fat ladies, the animal menagerie and dozens of others.

The biggest fireworks display ever staged in the South will provide the colorful and spectacular grand finale of the extravaganza, "Americana". With a patriotic theme, this big show of dance numbers, novelty acts and musical hits will bring to Dallas the cream of the entertainment world, to be presented twice nightly at the Grandstand.

Texas' first amateur movie making contest, school contests in which thousands of Texas children will participate, an outstanding show to be sponsored by the Texas Kennel Club, the Fair's first Junior Fat Stock Show, the Third Annual Flower Show, a bigger-than-ever Hobby Show, enlarged exhibits of the Dallas Evening School, more extensive exhibits in the Castle of Foods are promised for 1940.

Everything will be in readiness on Saturday, October 5, opening day. Clauses in contracts of exhibitors and concessionaires provide that all displays be installed by that time. This will be an added incentive to see the Fair on the very first day.

The highways leading into Dallas will soon be crowded with Texas and Southwestern people, bound for America's "greatest State Fair". Fair officials think Dallas citizens will at least equal the enthusiasm of those who come from short and long distances by auto, train and bus to enjoy the big show and its \$15,-000,000 worth of beautiful buildings and attractively landscaped grounds.

Flying flags, music, colorful grounds, balloons, peanuts, pop corn, soda pop, the

Continued on Page 34

# Welcome!



To The  
52nd Annual  
**STATE FAIR**  
of Texas

- You'll enjoy the State Fair and you'll enjoy Vanette Hosiery—if you try them! Vanette's charming practical trio of leg sizes, Petty, Betty and Letty are making a big hit this Fall everywhere they go. Try them for the sheer joy of perfect hosiery—perfectly sized for YOUR legs.

## Vanette HOSIERY

For Beauty · For Wear

• You'll find Vanette Hosiery in leading fashion stores everywhere. See them today and thrill to their exquisite loveliness and their striking new Air-View Shades that were featured in September Vogue.

VANETTE HOSIERY MILLS ~ DALLAS

## FLEMING & SONS, Inc.

ESTABLISHED 1893

Operators of

### OAK CLIFF PAPER MILLS

Manufacturing Paper in Texas Since 1893

### Daily Production Over 300,000 Pounds

#### PRODUCTS

Box Board, Building Papers, Wrapping Papers,  
Wallrite, Egg Cartons, Egg Case Fillers,  
Paper Specialties



# RECORDING STUDIOS OPENED

**K**EEPING PACE with the rapid advancement of radio activity in the Southwest, Sound Recording Studios, Inc., 2016-18 Main Street, Dallas, has announced formal opening after eight months of preparation and extensive study of the industry's needs in this territory.

Two networks in Texas and some twenty-six individual stations in Texas and Oklahoma have availed themselves

during recent months of the services offered by Sound Recording Studios, Inc., which specializes in syndicated radio shows and a transcription library covering a wide range of subjects. Direct lines are maintained into KRLD, WFAA and WRR, and the latest improved Universal and RCA equipment is in operation by highly skilled technicians.

The same type of service available for radio stations in the building and record-

ing of programs is extended to executives, sales managers and advertising managers in preparing special sales programs or speeches for sales conferences and conventions. Special portable equipment is maintained for churches, music teachers, doctors and advertising agencies, where it is necessary to make the recording outside of the studios.

Sound Recording Studios, Inc., has recently acquired the radio rights to the American classic, the "Tales of Uncle Remus" by Joel Chandler Harris. Hollywood has purchased the picture rights and the radio material is controlled by Sound Recording Studios, Inc. The "Tales of Uncle Remus" is the fourth largest seller in the world, topped only by the Bible, Shakespeare and Pilgrim's Progress in the order named.

Recently Sound Recording Studios, Inc., received national publicity by completing a long distance recording job for A. & M. College at College Station, Texas, 200 miles from Dallas, by piping the music into Radio Station WFAA of Dallas, and through another line into Sound Recording Studios, Inc.

One side of the record is titled, "The Aggie War Hymn" and "The Spirit of Aggieland," using the College 70-piece band and 40-voice Glee Club. The other side is the College's newest song hit, "I'd Rather Be a Texas Aggie," by Jack Littlejohn and his Aggieland Dance Band. All arrangements and production were supervised by John A. Rosser of Radio Station WTAW, College Station, who is director of radio broadcasting for Texas A. & M. College.

The records are being sold to students and ex-students by the Association of Former Students to finance sending the full band of 175 pieces to Los Angeles for the U.C.L.A.-A. & M. football game this fall.

The "City of Dallas" series, transcribed programs, were recently completed in the studios of Sound Recording Studios, Inc., and are being broadcast regularly over Radio Station WRR.

With current radio trends showing more and more the swing toward transcribed programs, the Sound Recording Studios, Inc., provide clients with a complete service, including program ideas, script, music, talent, and spacious rehearsal studios, as well as capable producers. The streamlined transcription library, which includes programs of many types, musical or dramatic, is especially designed to meet the requirements and budgets of the many smaller stations de-



Shown here are two scenes in the Sound Recording Studios, Inc., 2016-18 Main Street. Above is the larger of two studios from which the firm can originate programs. Below is the reception office at the Sound Recording Studios.

Continued on Page 34

# DALLAS OVEN FACTORY GROWS

**THE MASTER BAKER OVEN**, invented and patented in 1921 by L. D. Houlis of Dallas, has not only created a new industry for Dallas but is also now manufactured in four other regionally-located factories in the United States and Canada.

Mr. Houlis, a practical baker, established a bakery in Dallas about 1921, and spent six months in perfecting his revolving tray type oven. The oven was first manufactured in Dallas by System Oven Co., operated by Mr. Houlis, and the first sale and installation was made here. The Dallas baker who purchased the first oven manufactured by Mr. Houlis has since bought fourteen others from him, for other bakeries operated under the same management.

The Master Baker Oven was manufactured exclusively in Dallas until 1928. Since then, Mr. Houlis has granted franchises for the oven's manufacture to companies in Cincinnati, Boston, Seattle, and Brantford, Canada.

William D. Kennedy contracted for the Dallas manufacturing franchise in 1931, and operates the Kennedy Oven Company factory at 3104 Oak Lane, with an average payroll of about 35 workers. The Kennedy Oven Company plant has a capacity of one oven per week, the price of the ovens ranging from \$1,500 to \$5,000 each. The company sells direct to bakeries and institutions, makes deliveries on its own fleet of trucks, and installations with its own staff of factory-trained workers.

The Kennedy Oven Company has distribution in Mexico, Texas, Oklahoma, New Mexico, Missouri, Kansas, Nebraska, Arkansas, Louisiana and Mississippi. One of its recent installations was a big oven for a government hospital in Mexico City. The Kennedy Oven Company maintains a complete manufacturing plant, with its own foundry, plating and

polishing departments. Porcelain enameling on the ovens is furnished by the Texlite and Raylite companies of Dallas. The Master Baker Ovens are standardized but each is usually sold to meet the purchaser's requirements.

"Today, the Master Baker Oven, originated and perfected and manufactured in Dallas, is in use throughout North America, from Victoria, Texas, to Victoria, British Columbia, and from Portland, Oregon, to Portland, Maine," Mr. Houlis said. Mr. Houlis, as chief engineer and owner of the patents, works with all five of the manufacturers licensed to produce the ovens.

Since the original Master Baker Oven was built, the United States and Canadian Governments have granted to Mr. Houlis several patents on the important features of this oven, in the method of firing, circulation of heat, ventilation and steaming methods applied in baking.

It is manufactured with three types of firing systems: direct gas fired; indirect fired, gas or oil; and semi-indirect gas-fired. It is an automatic oven, designed to assure the same uniform results in baking that can be obtained with the larger, more expensive traveling ovens used in larger bakeries. It was designed to occupy less floor space, to maintain flexibility to meet the baker's varying requirements, and to meet all fuel problems.

The heavily-insulated, streamlined Master Baker Oven can be purchased in a number of sizes and exterior designs.

Master Baker oven manufacturers throughout the United States and Canada are also licensed to manufacture and sell the Humidaire air conditioning equipment, such as dough rooms, proof boxes and bread coolers to bakeries. These are also designed and patented by Mr. Houlis.

Mr. Kennedy, president and general manager of the Kennedy Oven Company

which has held the Southwestern manufacturing franchise since 1931, was formerly in the brokerage business. The oven factory is operated in conjunction with the Kennedy Machine and Brass Company, which Mr. Kennedy established in 1928.

Mr. Houlis pointed out that the combined purchasing power of the five factories licensed to manufacture the Master Baker Oven effects important economies in materials and equipment, and that the strategically-located regional plants make it possible to give individual study and attention to each purchaser's requirements, and also to effect savings in freight rates and installation costs.

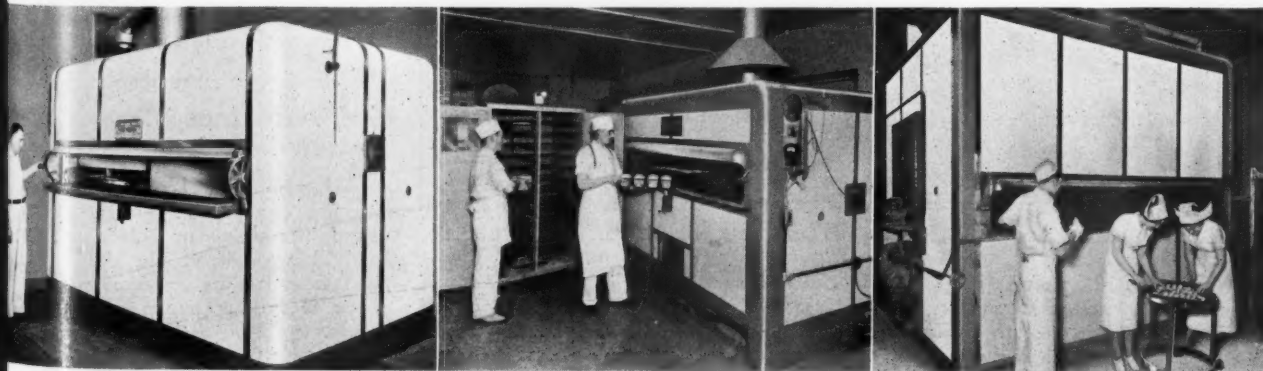
## Cotton Comeback

Although cotton now represents just 38 cents of each dollar in Texas farm income—compared with 67 cents in 1927—the staple should be due for a comeback in the state's drive toward industrialization, a University of Texas expert declared recently.

Dr. A. B. Cox, director of the University's Bureau of Business Research, pointed out that although income from cotton and cotton seed has dropped \$351,000,000 since 1927, cotton is still not only the State's best money crop but its surest cultivated feed crop.

In the field of synthetic fibers, coupled with conditions set up by rapidly changing arts and technologies, shifting trade balances, lies the way to healthy recovery for King Cotton. Consideration must be given to the natural environment in which the staple grows as well as the physical characteristics of the plant itself, he added.

"We are going to have to stop viewing the Texas cotton industry as an independent local enterprise and the worry of growers, ginner, merchants and cotton-seed crushers," he declared.



Shown below are three examples of the Master Baker Oven, invented and manufactured in Dallas. The Master Baker Oven is designed to provide uniform results in baking, and is used throughout North America by bakeries and large institutions.

## TRUCK TANKS—made to your order and special needs



ALL TYPES OF WELDED TANKS  
GASOLINE TRUCK TANKS

## DALLAS TANK & WELDING COMPANY, Inc.

203 West Commerce Street

W. W. BANKS, President

Dallas—Phone 2-5513



## BUTANE TANKS

Built to  
A.S.M.E. Code

## Factories on the Hoof

Continued from Page 9

fed cattle have won high places in the fat stock arena, both in car lots and individuals, including our own Southwestern at Fort Worth, the Royal at Kansas City, and the International at Chicago. Last year Texas calves broke all records at Chicago by winning both grand champion and reserve champion, the first time in history both were won by the same state.

The State Fair continued its feeder show until it had served its purpose, and has consistently held an annual Breeder-Feeder banquet as a means of spreading the interest in the Breeder-Feeder idea. With the inauguration of the Federal farm program, livestock began to come back into the farming country where the feed is grown, and today it is common to see thriving herds of beef cattle on plantations formerly devoted exclusively to cotton.

In 1939 the National Hereford Show came to Dallas. Such a thing would have been unthinkable a dozen years ago, but the activity of the Fair Association in its livestock department, with Frank P. Holland at the helm, has encouraged and secured the cooperation of the breed associations and individual breeders of fine livestock to such an extent that the State Fair of Texas has become the leading Fall show of the Southwest, if not of the entire country. Long ago it took the lead as a dairy and hog show; now it comes into the front rank as a beef cattle show and the sheep and goat divisions are growing proportionally.

To put it another way, livestock are coming into the crop regions whence they were driven a generation ago by the cash-crop complex which lured many people away from a sound, balanced farming system—and when we say a sound system we mean simply the natural combination of plant and animal life which is self-perpetuating, each supporting the other. And the State Fair is the show window for the entire Southwest, in which the crop farmer of the farm belt and the stockman of the range belt join hands and ideas to the benefit of both.

## Herber Brothers Move To New Location

Herber Brothers, theater and air-conditioning equipment dealers, recently moved into their new building at 408 South Harwood Street. The new building gives them facilities to demonstrate all phases of showmanship to their customers.

The firm's new floor space has been departmentalized and allotted to the various types of equipment handled. One



## This Bank Had Its Inception 11 Years Before the First State Fair Parade

As another institution that has builded through the years with Dallas and with Texas, we salute the coming 1940 State Fair. We look forward with anticipation to its opening, believing that it will present its finest picture of Texas and its finest program of entertainment—and that it will do honor to the great State which we, too, are privileged to serve.

## First National Bank in Dallas

Member Federal Deposit Insurance Corporation



October Southwest Business will be devoted to the National Convention of the Independent Petroleum Association. Many firms interested in the oil industry have already reserved advertising space. You still have time to place your message during the early part of September. Call Southwest Business, 7-8451.



section of the building is occupied by cooling equipment. Other space is devoted to a complete display of projectors and accessories, which include light, projection and sound. All models in booth lamps and projection equipment are included in this display.

Also included in the displays are the latest types of chairs manufactured by the American Desk Manufacturing Company of Temple.

Herter Brothers were first connected with the theater industry in the sale of pipe organs and automatic musical instruments. They developed the Kue-Graph, a dual turntable amplified phonograph which they installed in hundreds of theaters in silent movie days. When sound came, they were among the first to develop disc equipment, making many installations under the name Photo-Talker. They later became distributors for sound-on-film equipment and branched out into the air-conditioning business.

## 251 Texas Counties Have Oil or Gas Activity

All but three of Texas' 254 counties now have oil or gas activity, E. L. Smith of Dallas, president of the Texas Mid-Continent Oil and Gas Association, reported after a statewide survey just completed by association statisticians.

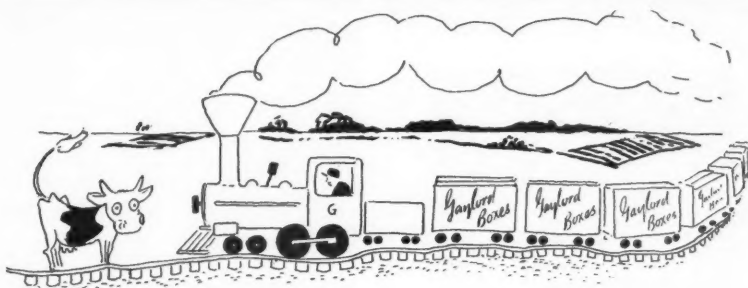
Reflecting the readiness of the Texas petroleum industry to meet any demands of the U. S. armed forces, a total of 158 counties out of the state's 254 now produce oil or gas or both, Mr. Smith said. An additional 93 have land under lease for oil and gas exploration, making a total of 251 out of the 254 with oil or gas activity. Only Mason, Llano and Rockwall Counties are not included.

"Twenty-four additional Texas counties were opened for oil or gas production within the past 18 months," Mr. Smith said. "There are now over 900 separate oil and gas fields in Texas in contrast with around 20 in 1917-18 when Texas oilmen were called upon to furnish fuel for the army and navy.

"Although the number of wells then is not recorded, it certainly was fewer than the 15,450 producers first reported in 1922. Now Texas has 93,630 producing wells scattered over the state. Production of all Texas oil wells in 1917 was 90,000 barrels a day. Today the state is producing around 1,300,000 barrels a day under the most rigid restrictions and could be opened up to produce several times this amount if necessity arose."

During World War days, Texas contributed only 6 per cent of the oil produced in the United States. Last year,

Continued on Page 34



**NOTHING STOPS (OR TOPS) GAYLORD QUICK DELIVERIES. WHEN YOU'RE UNEXPECTEDLY OUT OF CORRUGATED SHIPPING CASES — CALL GAYLORD... WE'LL DO THE REST.**

## GAYLORD CONTAINER CORP.

DALLAS, TEXAS



*Manufacturers of*

Jumbo Saddles  
Harness & Collars  
Jumbo Seat Covers  
Jumbo Work Clothing  
Automobile Batteries

## HELP YOURSELF TO THE CREAM!

For more than seventy years Southwestern merchants have depended on the Schoellkopf Company for merchandise lines that are "tops" in their field.

*Distributors of*

Sun Flame and L. & H. Ranges.  
Servel Electrolux Gas and Kerosene Refrigerators  
Emerson Radios  
Century Tires  
Remington Guns and Remington and Peters Ammunition  
Automobile Supplies and Equipment

When you come to the Fair, stop in and visit with us — go through our showrooms.

## THE SCHOELLKOPF COMPANY

Dallas, Texas

# FILE FOLDERS

# Plain or Printed ENVELOPES

*Manufactured by*

# HESSE

*Envelope Company*

**SINCE 1906**

**DALLAS, TEXAS**

## FROM FACTORY TO CONSUMER

No finer  
beer at  
any price



The control room at Sound Recording Studios, with technicians carefully watching the presentation of a program from the adjoining studio.

## Recording Studios

Continued from Page 30

sirous of catering to listener demands for quality programs covering civic interests, religion, educational features, outstanding musical and dramatic shows, in short, a great variety to meet all needs.

Unique in Southwestern radio is the educational division of the Sound Recording Studios, Inc., which offers not only transcription service for high schools and colleges, but also complete courses of instruction in English, public speaking, shorthand and commercial art, under the direction of recognized authorities. The Texas School of the Air under the direction of John Gunstream, deputy superintendent of public education, used Sound Recording Studios' recording service during its 1939-1940 season.

Sound Recording Studios, Inc., is headed by Rex V. Lentz, as president. Mr. Lentz, formerly commercial manager of KGKO of Dallas, and director of special events for the Texas Centennial Exposition, is well known in Southwestern publishing, advertising and promotion activities. The vice president in charge of production is another well-known Texan, Bunny Biggs, one-time theatrical producer and for the past seven years on WFAA and TQN as Ezy of Slo 'n Ezy. Royal A. Griffin, well-known in insurance circles in Dallas is secretary-treasurer. The extensive music library of Sound Recording Studios, Inc., is under the management of John S. Miller, Hollywood arranger, and the technical department is headed by Lester Vaughan, Jr., technician, and Vie Munson, technical consultant.

## Visitors' Gallery

"It (Dallas) has big hotels, and fine estates, and fourteen golf clubs, and Skyscraper Row on Main Street, and the two richest banks in Texas, and scads of oil money, and a decided taste for expositions. It has a per capita buying power of \$925 — the biggest in the Southwest."

—Fortune.

## A Bang and A Bargain

Continued from Page 29

song of the souvenir vendor and the side-show barker will soon herald the opening of the Fair. And the enthusiastic chatter and laughter of the visiting thousands will pay tribute to the place the State Fair of Texas holds in the hearts of all Texans and bespeak the pride and confidence of Texans in their State Fair's graphic portrayal of Texas On Parade.

## 251 Texas Counties

Continued from Page 33

despite closely curtailed output, this state produced 38 per cent. In 1922, first year oil reserves were estimated, Texas was credited with only 732,000,000 barrels in known reserves. Now Texas has 9,768,000,000 (billions), or over half of all proven unproduced petroleum resources of the Nation. Last year the state produced around 485,000,000 barrels, but new reserves discovered amount to 805,000,000.

## Jaycees Inaugurate New President



—Haskins Photo.

Newman E. Long was inaugurated as president of the Dallas Junior Chamber of Commerce at a dinner-dance July 13 in the Baker Hotel, succeeding Wayne Gratigny. Mr. Long, left, is shown being presented by the toastmaster, Jaycee Past President Alphonso Ragland, Jr. Donald

C. Bennett, Ralph E. Doughton, and Melvin T. Hill are vice-presidents of the Junior Chamber. E. Gordon Knight is secretary and John K. Campbell is treasurer. H. E. Collins is state director and national councilor.

## Department Store Sales Make Good Showing

Texas department and apparel store sales held well up through July, reports to the University of Texas Bureau of Business Research revealed.

Faced with a usual seasonal slump of 21 per cent from June, sales showed a decline of only 9 per cent, and actually held 8.4 per cent over July a year ago, Bureau records indicate.

Sales for the entire first seven months of 1940 have been 2.4 per cent higher than for the similar period of last year.

Sales by cities were reported to the Bureau as follows:

	Number of Stores Reporting	PERCENTAGE CHANGE IN DOLLAR SALES			
		July, 1940		Year-to-date 1940	
		from July, 1939	from June, 1940	from date 1939	Year-to-date 1939
Abilene	6	+ 2.7	+ 2.9	— 1.1	
Amarillo	3	+14.4	+ 8.1	+ 8.3	
Austin	7	+ 4.8	—12.9	— 2.6	
Beaumont	4	— 2.0	—11.1	+ 3.6	
Cleburne	3	+ 2.8	+ 1.0	— 1.1	
Dallas	11	+10.3	— 4.0	+ 2.5	
El Paso	4	— 2.4	—32.7	— 0.9	
Fort Worth	5	+ 4.6	—22.3	+ 3.4	
Galveston	3	+ 4.3	—15.1	+ 5.5	
Houston	11	+ 8.5	—10.7	+ 2.9	
Lubbock	3	+ 4.3	— 6.4	+ 9.6	
Port Arthur	3	— 2.1	— 4.9	— 2.3	
San Antonio	7	+33.4	+ 8.1	+ 5.5	
Waco	5	+ 3.3	—17.4	+ 0.5	
All Others	20	+ 6.4	+ 4.6	+ 1.9	
STATE	95	+ 8.4	— 9.1	+ 2.4	

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## New 1940 Maps Free





# Texas Finds Unity

By A. L. WARD

**M**ORE than half a century ago, when the State Fair of Texas had its beginnings, Texas was a divided state. This does not mean that it was divided politically. I am thinking about the far more important economic division. Texas, then, was a divided state economically for many reasons. It was a region of large ranches, isolated from their neighbors and suspicious of the increasing number of pioneer farmers who were settling around these ranches. It was an area of struggling cotton farms in the Eastern and Northern half, with virtually no farms west of the one-hundredth meridian.

Texas, in those days, was divided by poor roads, or complete lack of roads. Nearly twice as many horses as it has today, were required to transport and serve one-third as many people as it has now; but, still, people were isolated and had few opportunities to know each other and to see their state, their agriculture and their opportunities as a unit. Texas desperately needed a unifying force.

The State Fair of Texas became that unifying force, and it has served for more than fifty years as one of the greatest—if not the greatest—power for unity in this state.

Even before there was a State Fair of Texas, a few far-seeing leaders recognized the value of such an institution and, in 1862, a small group of pioneers applied to the Eighth Texas Legislature for a charter for a fair. The charter was granted, but the Civil War interfered with their plans until ten years later. Then, in 1872, they held the Dallas County Fair and were proud to exhibit the only registered bull in Texas. Along with this bull, there were displays of cotton and corn and implement exhibits, consisting of hoes and plows.

By the time that the present State Fair of Texas was organized, in 1886, progress was being made. There were more cotton farmers, and more cotton gins. The half-a-dozen cottonseed oil mills that were operating in 1880 had increased in number almost each year, and they were providing a market for cottonseed and an increasing supply of the rich cottonseed feed products needed by livestock raisers. Cotton oil mills and other industries, better roads and more railroads, and many other factors were serving to bring the cowman and the cotton grower together. These economic changes, these industries, this agricultural progress became sound reasons for the holding of a State Fair of Texas. And, the

(Editor's Note: The following article by A. L. Ward, Educational Service Director of the National Cottonseed Products Association, was presented as a radio address over Station KGKO as one of a series of programs arranged by the State-Wide Cotton Committee of Texas and Texas Cottonseed Crushers' Association and dedicated to the State Fair of Texas. Mr. Ward served for a number of years as Superintendent of the Livestock Department of the Fair.)

State Fair of Texas became the institution that could serve them, and has served them so well through the years.

Beginning with that solitary registered bull, the few displays of cotton and corn, and the hoes and plows that made up the farm implement exhibit back in 1872, the State Fair has brought together, each year, the people of Texas, the products of Texas, the vision, imagination and information that make the progress of Texas.

Through the years, the State Fair probably has been the greatest single factor in livestock improvement in the Southwest. Its shows have assembled the best of the different breeds of animals, and have inspired farmers and ranchmen to improve the quality of their own livestock. At the Fair, farmers have seen the types of animals that the market demands and have been encouraged to produce those types. And, one of the greatest services that the Fair has rendered has been among young people—the Future Farmers and 4-H Club boys and girls who have received from its exhibits the inspiration to become trained, efficient animal husbandmen. Many of Texas' successful livestock raisers, today, gratefully acknowledge a debt to the Fair for the inspiration that they obtained from its livestock exhibits, years ago.

Along with better breeding of livestock, the Fair has consistently emphasized the importance and value of good feeding and management. It has offered to the Agricultural Colleges, Experiment Stations, Extension Service, Vocational Agriculture Departments and other agencies the opportunity to tell the story of good management and feeding. Everyone, today, knows that the Fair is educational, but we do not limit this service to the present-day Fair. As a single example, among many, let me quote from an article written fourteen years ago by "Si" Evans, who is so well-known to farmers and livestock raisers throughout the Southwest:

"A very interesting educational display at the 1926 State Fair consists of three pigs shown by A. and M. College. One of these pigs was fed only fattening feeds. This pig is

practically a total loss, while two of its litter mates, fed on balanced rations based on the same fattening feeds to which were added a small amount of high protein feeds such as cottonseed meal and tankage, showed unusually good development and a good profit."

This quotation, printed fourteen years ago, is only one example. Similar examples could be cited from every State Fair, because those responsible for the Fair have always cooperated with the educational agencies of the state in their efforts to bring to farmers and stockmen sound, constructive information.

At the State Fair of Texas, where cotton and livestock join hands in hundreds of exhibits, the unity and interdependence of these two products has always been stressed. The Fair has recognized the vital importance of lint and cottonseed to this state, just as it has recognized the importance of livestock. It has recognized that cottonseed feed products serve as the connecting link between the two; and that, because of the value of cottonseed feed products, livestock and cotton production are inseparable in the agricultural economy of the Southwest. In its variety of exhibits, as well as in the planning of exhibits, the State Fair serves as Texas' greatest demonstration of the soundness of the balanced farming program that combines cotton and feed production with livestock production.

In connection with that statement, I want to pay special tribute to the County Agents of Texas who have planned such outstanding exhibits to serve as demonstrations of balanced farming. No one who has had the opportunity of seeing these County Exhibits can have a doubt as to their value and their influence on the thinking and activities of the farm and ranch people of this State. As I saw the exhibits at the 1939 State Fair, I was greatly impressed with the effective way in which so many of them stressed the blending of cotton and livestock in a balanced farming program, and I know that the exhibits at the 1940 State Fair will be equally effective in telling this story to the people of Texas.

There is one very significant service that the State Fair renders to the agricultural and livestock interests of Texas that I have not mentioned. In many respects, perhaps, this is its greatest service, because it is unique. That is in carrying the story of the blending of agriculture and livestock to the city dwellers and town

people of the state. Very few of the agencies that are working with agriculture have an opportunity to reach these people, except through the State Fair of Texas. Those of you who live in cities and towns have few opportunities to come in direct contact with the agricultural and livestock programs, except through the State Fair. In assembling together the best of Texas agriculture and livestock, and in presenting it in a manner interesting to everyone, the State Fair renders a major service to every citizen of Texas. It is a service that makes the State Fair worthy of the support of every Texan. Whether you live in a city or on a farm, you will find in the agricultural and livestock exhibits of the Fair much of value to you and to your knowledge and appreciation of your state.

At the State Fair of Texas, cotton and livestock join hands. And, the fact that they have been joining hands at the State Fair for many years is an increasing factor in their joining hands on the farms and ranges of the Southwest. This union—the blending of the best of the resources of the land and the labor and the people of Texas—is the story of the progress of Texas Agriculture. It is a story that has been told, and is being told, most extensively and most effectively by one agency—the State Fair of Texas. As the State Fair continues to tell this story—

serving as the show window for the Extension Service, the College, Experiment Stations, Vocational Agriculture Teachers and other educational agencies—it will continue to be a constructive, living factor in the economic progress of Texas and the Southwest.

### Texas Still Ranks First In Beef Cattle Census

Round-up on Texas ranches still brings in nearly three million more cattle and calves than any other state, a University of Texas agricultural statistician points out.

Number one beef-cattle state—despite reduced production—Texas ranks far above its nearest competitor, Iowa, and counts almost a tenth of the nation's cattle census, Dr. F. A. Buechel, assistant director of the University's Bureau of Business Research, said.

Although beef animals still predominate, this state is building its dairy herds—though slowly—and curtailing its production for the slaughterhouse, he said. Its cattle census has dropped from 7,800,000 to 6,677,000 head in the last two decades.

A million and a half fewer beef cattle are on the Texas range now than twenty years ago, he said, which brings the Jan-

uary 1, 1940, total to 5,234,000 head. Dairy cattle on the other hand have increased a half million to 1,443,000 head.

Compared with Iowa's cattle population, numbering 4,465,000 in 1938—mostly dairy cattle—he estimated Texas that year had 7,245,000 head, of which 1,444,000 head were milk cows.

Despite the decline in the number of cattle, \$111,322,000 of the 1939 total farm cash income of \$402,000,000 is estimated to come from cattle, and more than \$32,500,000 from the sale of dairy products.

If you owned and operated a motor vehicle of average size and weight during the full twelve months of 1939, and if you used your vehicle no more and no less than the average, then you consumed 724 gallons of motor fuel. For this gasoline you paid about \$96.36, exclusive of taxes, which probably cost you \$39.39 additional.

These figures, which cover both passenger automobiles and trucks, and were made public by the American Petroleum Industries Committee, are based on the average number of vehicles in use during the year. The study revealed that motor-fuel consumption per vehicle in 1939 reached an all-time high, which was approximately 50 per cent greater than consumption twenty years ago.

**Does  
Better  
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*Wholesale*

DALLAS

HOUSTON

FORT WORTH

## *Another Year of Progress*

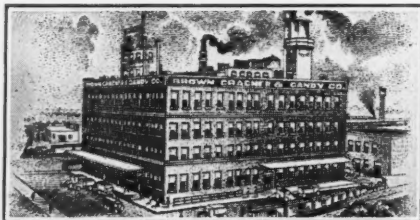
Again this year we celebrate the coming of the State Fair of Texas because it marks another year of progress for our great state. We celebrate, too, because "Fair Time" marks another year of progress for our company. It was just 29 years ago, a few weeks before the 1911 Fair opened, that the Graham-Brown Shoe Company began serving the merchants of the Southwest.

Now, as throughout the years, our aim is to contribute to the progress of the Southwest by maintaining in Dallas a wholesale shoe house of first rank.

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Saltine Soda Cracker.  
Candy and Bakery  
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**BROWN CRACKER & CANDY CO.**

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## **Southwest Airmotive Co. Hikes Capital \$125,000**

Dallas took another stride forward in its program of aviation development this month when Southwest Airmotive Company, already one of the two largest privately-operated aircraft maintenance and repair depots in the nation, completed arrangements with Dallas Rupe & Son, investment bankers, for a capital increase of \$125,000 to provide for a major expansion of its properties at Love Field.

The company plans to purchase or lease on a long-term basis from the city sufficient land at the airport adjacent to its present hangar and shops to accommodate another hangar. Tom D. Park, veteran pilot and new president of the organization, said the expansion was necessitated by increased industrial and private flying in this area, plus the concentration of government pilot training facilities in and near Dallas. There is a shortage of shops, he said, to care for ships used in the extended national defense program.

Dallas Rupe & Son will henceforth be represented in the management of the company. Dallas Rupe and Winston Castleberry are vice-presidents. Secretary is R. A. Ritchie of the law firm of Goggans and Ritchie. D. Gordon Rupe, Jr., is a director.

No change is to be made in the technical staffs of the institution, with Frank Say continuing as chief of the engine, propeller, radio and instrument repair division, and Arthur E. Tacey as head of the aircraft engineering and repair division.

Southwest Airmotive has already the largest hangar at Love Field, and one of the few fully fireproof hangars in the Southwest. It is the only completely authorized Lockheed repair and overhaul depot in the world outside of the Lockheed factory in California; represents as Southwestern distributor twenty-five leading engine, instrument, parts and accessory manufacturers; sells a high percentage of all the aviation fuels and lubricants at the municipal airport.

At its shops are serviced the Lockheed bombers en route from the West Coast to the British, and it draws other customers to Dallas from all portions of the United States and many parts of Central and South America. Just completed in its shops was the overhaul and remodeling of a tri-motored Ford to be used in hauling heavy oil field equipment over the jungles in Colombia.

"We are happy to become associated with this enterprise," said Dallas Rupe, "for we feel that its expansion will do much to help Dallas realize its aim of becoming the air capital of the nation."



# DALLAS' GREATEST ASSET

By TED W. ROBINSON

DALLAS is a man-made city. Its sole natural advantages were climate and central location in a fertile farming region. It had no great navigable river, no ocean port, no immediately adjacent natural resources to make it a great city. The Dallas which we know today has been built entirely by the people of Dallas, and the people of Dallas are far and away the city's greatest asset.

The people of Dallas could never have built a great city by working individually and at cross purposes. The pioneers, back in the days when Dallas had only 10,000 population, realized that they needed a single agency in which they could concentrate all of their city-building dreams and abilities—an agency which could do for Dallas the work which no individual or group of individuals could do alone. They saw the need for an organization which could employ skilled workers who would be constantly on the alert to protect and further Dallas' interests. They recognized that such an agency, supported by the time and ability and money of every forward-looking and progressive Dallasite, would not be a burden upon any one person or group of persons.

They organized the association which is today the Dallas Chamber of Commerce. For nearly half a century, this organization has worked consistently and effectively for the sound, balanced growth of Dallas.

Work of the Dallas Chamber of Commerce is reflected in every phase of Dallas' growth. It is said that every great institution is the lengthening shadow of a single man. It can be said just as truthfully that Dallas is the lengthening shadow of a single great institution—the Dallas Chamber of Commerce. And the Dallas Chamber of Commerce is a reflection of the courage, the abilities, and the will-to-achieve of the people of Dallas.

Only a few statistics are necessary to present convincingly Dallas' record of achievement. For instance, the total value of construction contracts awarded in Dallas has averaged \$16,903,373 per year, year in and year out, since 1925. Total annual bank debits increased from \$2,181,901,000 in 1920 to \$2,992,939,000 in 1939; assessed valuations climbed from \$175,598,850 in 1920 to \$326,600,832 in 1939; the number of telephones increased from 37,494 in 1920 to 94,809

on January 1, 1940; and total annual postal receipts jumped from \$2,365,913 in 1920 to \$4,400,235 in 1939. All these indices reflect, directly and indirectly, the work of the Chamber of Commerce in building Dallas.

Dallas' growth has been so rapid that the city has sometimes failed to assimilate its new population as fast as it should. Some of the newer Dallasites have failed to grasp the ideals, the spirit of achievement—the Spirit of Dallas is the best description, I think. Some of the older Dallasites have lost some of their energy and courage and enthusiasm.

The result is that today the Dallas Chamber of Commerce has less support, in ratio to Dallas' population, resources and needs, than it should have or that it must have if it is to continue to do the work it has done so well in the past. We need a general resurgence of the Dallas spirit, a quickening of our civic pulse, and a greater willingness to share in the relatively modest requirements of the Chamber of Commerce for support. On every hand we see signs of an accelerated growth for Dallas; we see new industries,

Continued on Page 43

## NEW LOW RATE TO HOUSTON

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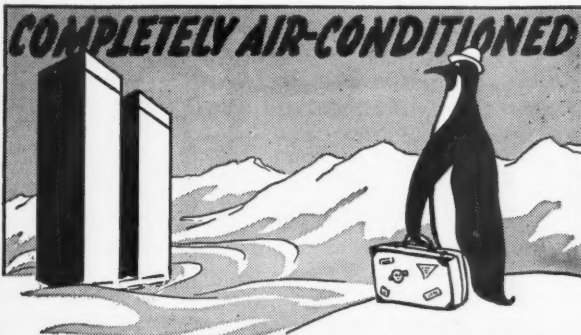
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## State Fair Sponsors Amateur Movie Contest

By C. R. REAGAN

THE State Fair of Texas again leads the nation by inaugurating at the 1940 State Fair an amateur moving picture contest. Thousands of movie fans have made interesting pictures of Texas—its history, its scenery, its farms and factories, its flowers and wild life, and its education and recreation. The first opportunity these amateurs have had to show "their wares" is now made possible at the 1940 State Fair of Texas.

Classifications covering practically every subject are included in the rules and regulations for the State Fair Movie Making Contest, which will enable almost any movie maker to enter the contest. Six of the classifications will be open to Texas pictures only. The classifications are: agriculture and livestock; historical films; Texas travelogues; flowers and wildlife; educational activities, athletics and recreation; miscellaneous (films on family life, natural resources); open class (for films made outside of Texas). Cash prizes will be awarded the winners, as well as films strips announcing the award. Sweepstakes prizes of valuable merchandise will be awarded the winners "over all."

Free public showings of films entered by classifications on different days will be arranged and announced. Movie fans are cordially invited to witness these showings. In line with its constant goal to develop a greater Texas, the State Fair will ask a committee of representative Texans to study all films entered and utilize them as fully as possible in preparing suitable films on all phases of Texas life to inform and educate our own people and those of other states of the educational, recreational and industrial possibilities Texas offers to the world. Makers of the films will be asked to donate strips for these Texas films with proper credit given to the donors.

When we realize that sound films utilize motion, light, sound, and are refined with color, music and dramatic effects, we can understand why they have captivated the entire world and have become the world's greatest entertainer. Since they overcome time and space, are truly a universal language, and are recognized as the most powerful device ever developed for educating a people, it is not surprising that they are being accepted universally by business, government, and individuals wherever human beings are to be taught. No state in the Union is mak-

ing greater progress than Texas in this field of visual education. The first Official State Conference of School Administrators ever held to study visual education was held in Austin, Texas, by State Superintendent L. A. Woods August 6-7, 1938.

Today more than 600 motion picture projectors are being used in Texas schools and colleges in teaching lessons of health, safety, thrift, democracy, etc. Over 300 projectors are in use in industry, church, welfare organizations, and others outside of theaters.

Regular courses in visual education are being given to Texas teachers in sixteen colleges, with more than 900 educators enrolled for these courses during the summer of 1940. Six extension film libraries making available educational films at minimum rental rates are in operation at Austin, Lubbock, Canyon, San Antonio, Huntsville, Denton. Thirty-three local and regional educational film libraries are operating in every section of Texas with many more now being organized.

So that the 1,000,000 people who will attend the 1940 State Fair of Texas in Dallas may see and hear first-hand the best of these modern motion pictures being used to inform and inspire and educate the youth of our state, selections of the best sound and silent films will be screened daily at the 1940 Fair in the Educational Building. These screen showings will include films gathered from every corner of the globe, as well as films produced in Texas.

### Dallas Manufacturer Has Wide Distribution

The Southwestern Steel Rule and Die Company of Dallas, 2216 Leonard Street, sells its products in 30 states, according to E. R. Burden, owner. The company, established seven years ago, has experienced a steady growth in business. Mr. Burden said.

Mr. Burden said his company manufactures all kinds of lithographed or printed displays for interior decorations. It specializes in manufacturing cutting and creasing dies that are used by printers, leather manufacturers, bookbinders and specialty houses. The company also produces games made out of cardboard, such as football games. It makes venetian blinds from fibreboards. Mr. Burden's plant employs 20 to 25 men.

# Texas Cheese Industry Grows Rapidly

One of the most brilliant stories in the annals of Texas' industrial progress is that of the cheese industry, which is just going into its second decade in the state.

Until about twelve years ago, Texas, although an agricultural state, had completely overlooked and disregarded the possibilities of what is now a thriving statewide industry, worth several million dollars annually. Cheesemaking plants were unknown in the state, virtually unthought of. For Texas, like the rest of the South, had never been considered as a possible production area for cheese. Consumption of cheese in the state was low in comparison with that of the rest of the country.

Today, the Kraft Cheese Company, pioneer in cheesemaking in the state, operates seven country cheese plants in various parts of the state, in addition to its great central plant at Denison, first cheese-producing unit of the company in Texas. The Denison plant was put in operation in 1929. Other Kraft plants in Texas are located in Bonham, Athens, Grapeland, Sulphur Springs, Rusk, Victoria, and Winnsboro.

The industry of cheesemaking has proved an important and profitable one to thousands of Texas dairy farmers. Texas' dairy herds are increasing in number and in value, as herds are improved. The cheese factory provides an important source of cash income for thousands of dairy farmers, and their number increases yearly. Milk checks provide a twelve or twenty-four times yearly income to farmers, many of whom, in the old days, were dependant upon a once-a-year crop. In the general program of balancing agricultural industry, dairying has come to play an increasingly important part in Texas. The presence of a cheese factory in a community has been the sign and symbol of increased prosperity for the whole community, for milk-checks have provided cash income necessary to purchase other commodities.

Texans have tremendously increased their own consumption of cheese, are proud of the high quality of Texas-made cheese. Cheese made in Texas has attained fame throughout the entire South and the Southwest. In East Texas alone, more than 30,000 cows are kept for the purpose of supplying milk to cheese factories; in other parts of the state there are approximately 20,000 cows whose production goes into cheesemaking. Texas today produces about four per cent of all the milk in the United States—a for-

midable volume since Texas is one of the newest of dairy centers in the country. From a negligible factor in the cheesemaking industry, Texas has grown to be fourth in importance of all cheesemaking states in the union. The south central states alone, and of these Texas is the leader, last year produced more than fifty million pounds of cheese.

From the early pioneering days of cheesemaking in Texas to its modern importance as a major industry is a brief but epochal history in the economic progress of the state. In ten years, cheesemaking here has changed from an unproved experiment to an established industry, providing a year-round staple income to dairy farmers throughout the state, and contributing a substantial volume to the total wealth of Texas.

The first successful cheesemaking plant in the state—an enterprise requiring the courage of dairy farmers in that vicinity and the vision of the Kraft Cheese Company—was set into operation at Denison in 1929. Previous to that time, cheesemakers had scarcely considered Texas a possible field for the expansion of the dairy industry, much less as a desirable field for the development of one of the more difficult sciences of dairying, cheesemaking. But the dairy farmers near Denison thought it could be done. J. L. Kraft, president of the Kraft Cheese Company, believed that Texas offered an important territory for the production of cheese. The first cheese factory in Denison was a community enterprise. In 1929, Kraft installed machinery, leased the plant, sent skilled cheesemakers to Denison, and guaranteed to purchase all of the milk which the dairy farmers of that section could produce. Although the original plant at Denison was what is known as a "country" cheese factory, producing only American cheese, it flourished from the start.

Today, Denison, enlarged to several times its original size, is the center of the increasingly important cheesemaking industry in the state. At this plant the complete line of Kraft cheeses is manufactured, in addition to mayonnaise and salad dressing products. Denison is the central market for cheese produced in the seven other plants maintained by Kraft in the state. There, American cheese from factories all over the state is pasteurized and packaged for the Texas and Southwestern market.

Year by year, cheesemaking plants have been set into operation at strategic points throughout the state. Today these are all

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For More Than  
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As Dallas has grown from a provincial trading town to a cosmopolitan commercial center, so has STEWART'S expanded from a small office supply store into a business institution.

Dallas and STEWART'S have grown up together—their expansion has been parallel. Just as the skyline of Dallas overshadows the Southwest—so the outstanding office equipment from STEWART'S conditions the offices it serves.



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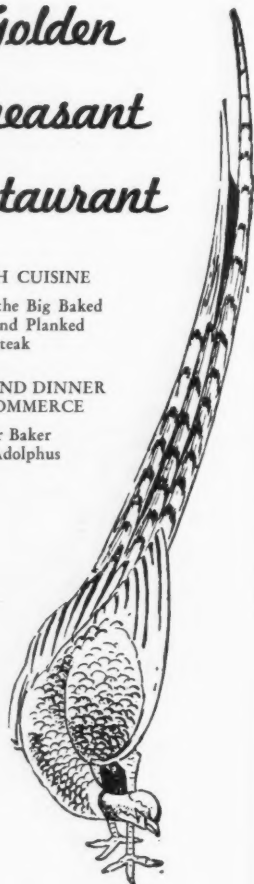
## Golden Pheasant Restaurant

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and Adolphus



PAUL BATHIAS  
Owner  
and Manager

flourishing business centers of the communities in which they operate. Farmers for many miles around bring milk to these plants, finding a steady cash market for the volume of milk from their dairy herds. These herds have increased steadily with the growth of the cheesemaking industry. Today it is not uncommon to see the finest purebred dairy herds grazing in any part of the state. Scientific dairying, with careful attention to all the important details of producing the best and purest of milk and dairy products, is the rule throughout dairy sections.

The farmers and cheesemakers alike have cooperated, from earliest days in the production of high quality milk and high quality cheese. The solution of special problems involved in producing cheese in a warm climate has been beneficial not only in producing cheese of the highest quality in Texas, but in solving some of the problems of the entire industry. The Kraft Cheese Company from early days of the industry in Texas, has maintained a staff of trained field men, whose business it is to visit dairy farmers of the state, and to aid them in producing highest quality milk.

## Securities Commissioners To Meet in Dallas

The National Association of Securities Commissioners will hold its 1940 convention in Dallas October 8-11, during the first week of the State Fair of Texas. The meeting, attracting an attendance of several hundred, will be particularly important because it will bring to Dallas securities commissioners of the various states, and their wives, plus representatives of America's leading investment banking firms and stock markets.

Manager Z. E. Black of the Chamber of Commerce convention department began work on the convention four years ago. Decision to hold the 1940 meeting in Dallas was made by the executive committee of the association, meeting in St. Louis. D. Leon Harp, formerly securities commissioner for Texas, and formerly president of the association, had pressed Dallas' invitation for the last four years. When Mr. Harp resigned this year to enter private business, he added his efforts to strong invitations from Texas Secretary of State M. O. Flowers and Securities Commissioner Wallace Scott. The Dallas Investment Bankers Association and other groups also joined in the invitation. Judge Flowers has been named general chairman of the arrangements committee for the convention in Dallas, with Mr. Scott as vice chairman.

## Blume Tree Experts Open Dallas Office

After twenty years of successful operation at Houston, where they employ 110 people, Blume System Tree Experts have opened at Dallas their first branch office with C. Willard Lewis, 4423 Hall Street, as branch manager. The force at Dallas



C. WILLARD LEWIS

will be built up as the need grows and the firm also contemplates warehousing facilities here for its fertilizer, which it manufactures at Houston.

The Irish Aero-Fertil process as offered by the Blume System consists of the use of compressed air discharged into the soil, displacing the soil atmosphere with air containing a supply of oxygen. At the same time the soil is fractured and nutrient deficiencies are corrected by blowing fertilizer through the loosened soil.

Dr. C. M. Blume, head of the company, was in Dallas the past month making arrangements for the opening of the branch, which included taking out a membership in the Dallas Chamber of Commerce. Mr. Lewis is a native of Dallas and has been active in various lines of business here.

## Oil Taxes Aid Schools

Taxes paid by the Texas petroleum industry for school purposes now equal 4½ cents per barrel for every barrel of oil produced in the state.

Figures just compiled by the Texas Mid-Continent Oil and Gas Association from official records of the state comptroller and the tax collectors of several hundred independent school districts show that the Texas petroleum business last year paid \$14.14 in school taxes for each of the 1,549,443 children attending Texas public schools. Based on the per child educational cost of \$55.30, petroleum taxes were sufficient to pay all expenses of educating one-fourth of the entire school population of Texas, or about 388,000 Texas school children.

# Rocks of Romance

By CURTIS HANCOCK

ON AN unfrequented hillside, among crumbling rocks, remote from the beaten path, a stranger with rough garb, but with an eager intent reflected upon his unshaven face, was seen almost daily by the chance rustic, walking about among the varied stones with a frying pan in his hand. Occasionally, he would stoop down and pick up a stone. When he had gathered a quantity in his bag, he would stop, build a fire, place his frying pan upon the blaze and begin the process of "cooking" the stones he had gathered. He would earnestly watch the rocks as they would begin to crumble from the heat. This apparently foolish process was repeated over and over by the stranger, until his actions became the talk of the nearby village.

The fool and his frying pan soon attracted visitors who silently sympathized with the poor demented man who had no more sense than to try to cook rock. Eventually, one of the curious braved the intent old gentleman with a friendly question: "My friend, you seem to be eagerly intent upon an occupation there that would appear to be foolish. What do you think can be accomplished by trying to cook rock?"

The question did not anger the old man. Instead, a gleam of smile lit up his countenance and he replied in a friendly way:

"Well, sir, this may look foolish to some, but I have a purpose in these seemingly foolish endeavors. You see this stone I hold in my hand? It is made up of many minute particles held together by a powerful force. Some are not so powerfully held together. I can apply heat to these stones and cause them to crumble, disintegrate. I can destroy this power or force that holds the particles together, but I cannot recreate that force so that the particles will join and adhere as before the heat was applied. Now, if I can discover," he continued, "that force or hidden power that causes these dust particles to come back together and be bound as hard and fast as the original stone, or even more firmly, I shall have made a discovery for the great good of mankind."

And thus the story goes, whether true or false, that modern Portland Cement was discovered by the Fool with his Frying Pan. The many uses to which cement in its varied forms is applied in the advancing industrialism of today, would be a tiresome compendium of dry statistical data. However, one of the most important and growing uses of this product is in the construction of ribbons of con-

crete highways that afford sources of so much pleasure and profit in this fair land of ours.

## Dallas' Greatest Asset

Continued from Page 39

expansion of Dallas businesses, gains in retail and wholesale trade, in conventions and in tourist business, and expanded transportation and communication facilities. If Dallas is to realize in full its greater opportunities today, the Dallas Chamber of Commerce must have a broader base of financial and personal support in order that it may take full advantage of these opportunities.

And the business and professional men who are asked to join the Dallas Chamber of Commerce should remember also that this organization not only works for the good of Dallas as a whole, but that its trained staff is in position to render to its members many services which are theirs for the asking.

Editor's Note: Mr. Robinson is a former director of the Chamber of Commerce, and is immediate past chairman of the Chamber's membership committee.

## Dallasite Heads Texas' Aviation Defense Board

Robert J. Smith of Dallas, vice-president of Braniff Airways, has been named chairman of the National Defense Aviation Board for Texas, appointed by Governor W. Lee O'Daniel at the request of President Roosevelt. T. E. Jackson of Dallas, Southwestern district manager of the Pittsburgh Plate Glass Co., is also a member of the board.

The organization meeting of the board was held in Austin, June 6. The board's objectives are to assemble and make available to the proper authorities complete data on aviation facilities, air training possibilities, and other defense advantages of Texas, and to assist the war and navy departments in any and all purposes for national defense.

Mr. Smith is a former member of the staff of the Dallas Chamber of Commerce, having served in its retail, aviation, foreign trade and manufacturing departments. He was later assistant state director of NRA and deputy state administrator of WPA, and he also served on the committee which prepared a report on the economic conditions in the South in 1938. He was in the U. S. Infantry machine gun service, 1917-18, and is a former lieutenant of the U. S. Air Corps, reserve.

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The Hobby Show at the 1939 State Fair was one of the most popular features on the grounds. It has been enlarged for the 1940 Fair, and officials expect it to be even more of a magnet for visitors.

## HOBBIES GO TO THE FAIR

By RUTH GARVER JONES

**B**REATHES there a man with soul so dead who has never had, or longed to have, a hobby? Such a simple thing to attain, yet an occupation which, pleasantly pursued, can become one of the most intimately satisfying adventures to be experienced. A hobby is something which is done just for the fun of it; the most purely recreational activity to be found, for in every hobby there is a keen personal pleasure, an artistic influence, whether we recognize it or not, a social opportunity and a professional education, if we look for it. The pursuit of any hobby, whether it be a "making" hobby, a "doing" hobby or a "collecting" hobby has within its realm a variety of independent fields which embrace many life experiences already well recognized but surprising to be found in so simple a thing as doing something we like to do just for the fun of doing it.

"Making" hobbies and "doing" hobbies, from the expert craftsman to the adroit chess player, deserve an exclusive consideration, for in those hobby fields the interest of the individual must be aligned with his capabilities. In the collecting hobby group, though, there is no beginning and no end. The five year old may achieve as much satisfaction and acquire as fine a collection as his big

brother, mother or grandfather. Time, interest and instinct are the only prerequisites to the collector—his leisure, his friends and other collectors will do the rest.

The quality, variety and content of hobby collections is a source of never ending wonder. What used to be known as "souvenir hunting" has, today, taken on a more aesthetic aspect and a more educational manifestation in the hobby collecting now become prevalent among all ages and classes. A visit to the Hobby Show at the State Fair of Texas serves as a revelation to all who come of this amazing complex inherent in the American people. The variety of collections to be found each year in the Hobby Lobby of the Educational Building is rivaled only by the succession of different articles to be seen in the world's principal museums. From stamps to scrap books and from Dresden figurines to matchbook covers, the hobbies of all are displayed to equal advantage.

The first annual Hobby Show was held at the State Fair in 1938. At that time, there were twenty-four exhibitors showing approximately 2,500 articles. In 1939, more than 50,000 articles were exhibited and entries for 1940 indicate a bigger show in both quantity and qual-

ity. More than 125 different types of collections were shown in last year's Hobby Show and in the registry maintained for hobbyists during the 16 days of the Fair, nearly 1,000 collectors registered their hobbies. The most popular hobby indicated by the register was stamp collecting with miniature dogs and salt and pepper collections vying for second place.

Button collectors were numbered among the most prolific. Button strings, button trays, button pictures and even miniature buildings have been assembled to preserve button collections. Period buttons, commemorative buttons, military buttons, buttons of different nations, and heterogeneous button collections registered indicated indisputably the answer to the old query of "button, button, who's got the button?"

Doll collectors were numerous, and in an allied field of collection, doll houses, doll dishes, doll clothes and doll furniture are all avidly sought.

Pitchers and plates, teapots and cups, elephants, guns, miniature slippers, bottles

and vases, walking canes, pipes, mugs and steins have all found owners who treasure them, and the experiences shared in collecting them, at a price beyond computation.

Many less popular hobbies were recorded which showed the vast scope of hobby interests among people in all walks of life and of all ages. Cook book and ash tray collections seemed to have distinguished the sexes. Menu collections indicated an epicure in the group. One hobbyist registered a collection of jitterbug shoes, another a collection of stick horses. Match book covers and soap wrappers, cigar bands and movie stars' pictures were only slightly more desirable to their collectors than antique Chinese bowls, early American glass, old manuscripts and sterling silver.

One Dallas resident's hobby was described as "keeping up with other people's hobbies." This hobbyist keeps a card index of the hobbies, type and variety of collections, and the number of collectors he knows, reads of or can learn of.

Most characteristic of the various interests among hobby collectors are the experiences of any state governor's secretary. The executive secretary of the Governor of Idaho has found that a veritable hobby bureau has to be maintained



in the governor's office. The governor's autograph is the most sought after and autographed postal cards of the state capital are a particular prize. The governor's old ties, his salt and pepper shakers, a toy monkey, a piece of the mansion dinner service have all been requested by collectors from all states. One Texas collector wrote all the governors asking for "little old used pencils which will be mounted on cellophane to preserve them for posterity."

Many valuable collections have been built up over a period of years by persevering collectors who started with a simple hobby. Some of these have sold for fabulous prices. To collect with discrimination is the goal of every conscientious collector—a goal not easily attained, for as the collection grows, so does an association with every piece in it. Ultimate selectivity is usually accomplished with heartaches, for parting with any portion of a collection is like saying goodbye to a friend.

Most encouraging to those who look forward to a more perfect world in which to live is the contribution that the true hobbyist has made to all of our lives by helping to replace, in America, a constructive activity for a destructive one. At the grave of Kit Carson in Taos, it was necessary a number of years ago to erect a closely picketed fence around the monument to keep souvenir hunters from chipping off pieces of the stone. The same vandalism was experienced at the grave of Sam Bass in Round Rock. Today, such a precaution is practically unnecessary, for the collection loving American public has learned, through the pursuit of many and diversified hobbies, that bits of rock, pieces of wood and other such nondescript materials so collected are not only destroying the shrines of America, but are also meaningless as integral parts of a real hobby collection. The true hobby must, in itself, justify its own existence for both the collector and those with whom he shares his hobby or the time and effort expended on it are wasted.

Blessed is the true hobbyist for he has inherited a world of his own!

## Airplane Factory

Continued from Page 5

it will employ six times as many workers as the Ford assembly plant, now Dallas' largest employer of labor. At full production, North American's Dallas plant will have a monthly payroll of about \$2,000,000. Conservative experts predict that the plant's location here will mean an increase of 30,000 to 50,000 in Dallas County's population during the next few years.

## Garden Clubs Plan Big Flower Show

By MRS. JOHN R. SALOIS

With October's bright colors predominating, the Fall Flower Show of the Presidents' Council of Dallas Garden Clubs will present a brilliant spectacle in the Horticulture Building at Fair Grounds, for nine days, beginning Tuesday, October 8, extending through Wednesday, October 16.

Mrs. Gross R. Scruggs, life-president of the Dallas Council, is chairman of the show assisted by Mrs. James T. Montgomery. Mrs. Scruggs has announced that all plans for the show are complete.

The member clubs of the president's Council of Dallas Garden Clubs have been divided into three groups. Each group will stage the show for three days. Non-member exhibitors and all other clubs that are members of the State Federation of Garden Clubs will, on application, be assigned to one of these groups. This year only amateur exhibits will be shown.

One of the usual features of the exhibits will be the shadow or Flower Picture division. Each three-day period will be characterized by a different motif in arrangement. During the first period, shadow boxes will be used to duplicate flower pictures, being shown with the original painting. The second period will be featured by shadow box arrangements in the Victorian manner. For the last three days, all flower pictures will be suggestive of the 24-hour cycle—Dawn, Sunrise, Noon, Sunset, Afterglow, Twilight, Moonlight and Midnight.

An entirely new feature of the presentation will be in the division of dried grasses, which will be arranged to suggest a drawing and will be shown in shadow reflection by the use of light.

The division for terrarium provides a feature which has never before been shown and illustrates the application of flowers and plants grown under glass in miniature arrangements for artistic decoration.

Another new and interesting division will be the miniature tray gardens. These are arranged as miniature garden scenes and are to be exhibited by the Dallas clubs only.

Other classifications for competition by clubs and club members are: Artistic arrangements, specimen flowers, winter bouquets, evergreen, succulents and house plants.

Officers and members of the Texas Federation of Garden Clubs will judge entries on the opening day of the show. Mrs. S. F. Harrington, contact chairman for the out of town clubs reports a greater interest in the state-wide clubs than in previous years. More than 300 towns have been asked to participate. October 11 will be Garden Club day.

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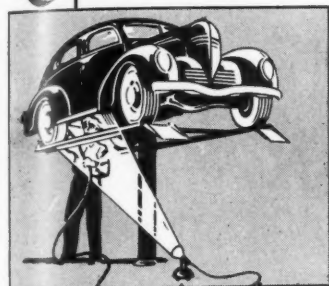


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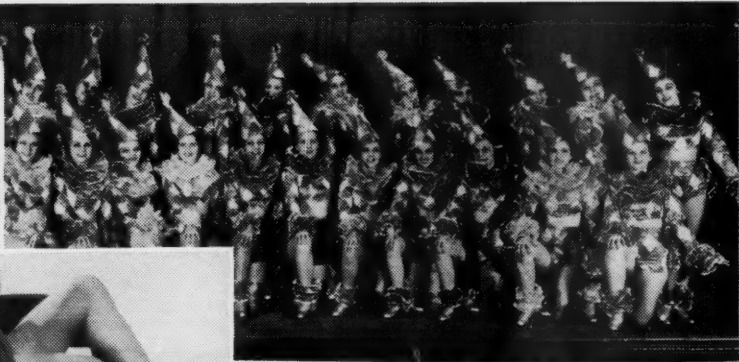


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